Facebook
Tracking + Reporting

Facebook Tracking + Reporting

There are several ways to analyze your Facebook account and ad campaigns, including:

- Facebook Ads Manager - business.facebook.com/adsmanager
- Facebook Ads Reporting - business.facebook.com/adsmanager/reporting
- Facebook Pixel Events Manager - business.facebook.com/events_manager
- Facebook Analytics - facebook.com/analytics
- Facebook Attribution - business.facebook.com/attribution

Facebook Ads Quality Control Guide

As I split test ads in Facebook, there are many metrics I track and consider when deciding what I can improve about the ads, but TWO of the most important quality control metrics are:

➢ **Click Through Rate** and **Relevancy**

Status	Click Through Rate (CTR)	Ad Relevance Diagnostics
Great Ad! Scale Budget	2% and greater	Average (50% and greater)
Poor Ad! Keep Split Testing	Less than 2%	Below Average (40% or less)

The Importance of Targeting & Creatives

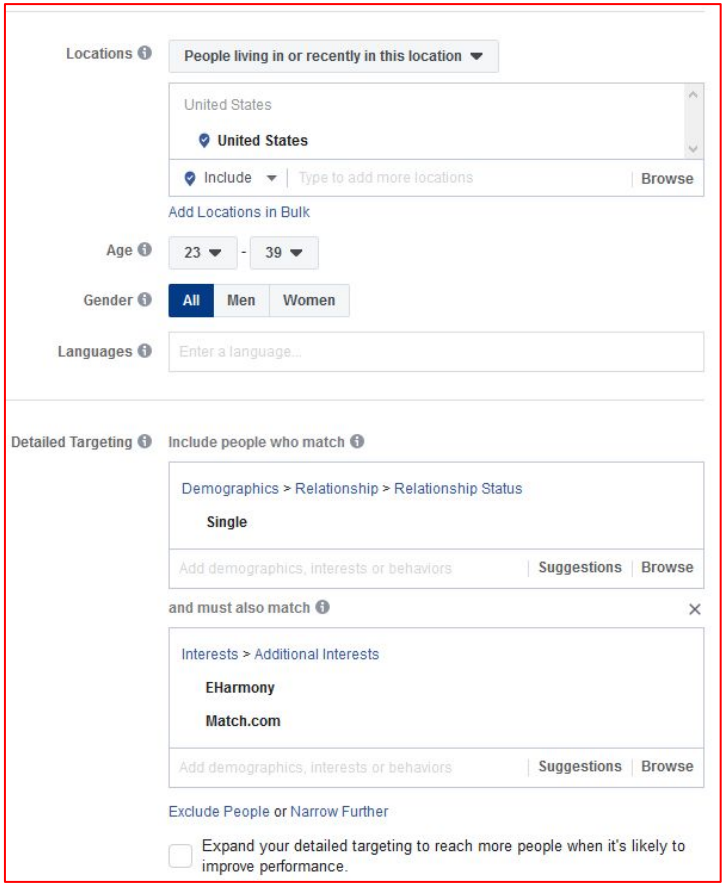
With the perfect optimized ad, your Click Through Rate (CTR) increases, which therefore lowers your Cost Per Click (CPC), which leads to overall ad costs decreasing!

If your CTR is below 1%, you need to need to test and optimize your ad in the following areas…

The Importance of Targeting

- **Targeting!** Is your audience warm enough? Are you targeting the correct people? A perfect top of funnel Detailed Targeting option is to select your target market demographics and then NARROW the targeting based on that markets PROBLEM.

EXAMPLE: For my dating app client I target the apps age range and then narrow based on relationship status and interest, such as Match.com or eHarmony (these are other popular dating sites telling me the user is looking to solve a PROBLEM).



The Importance of Creatives

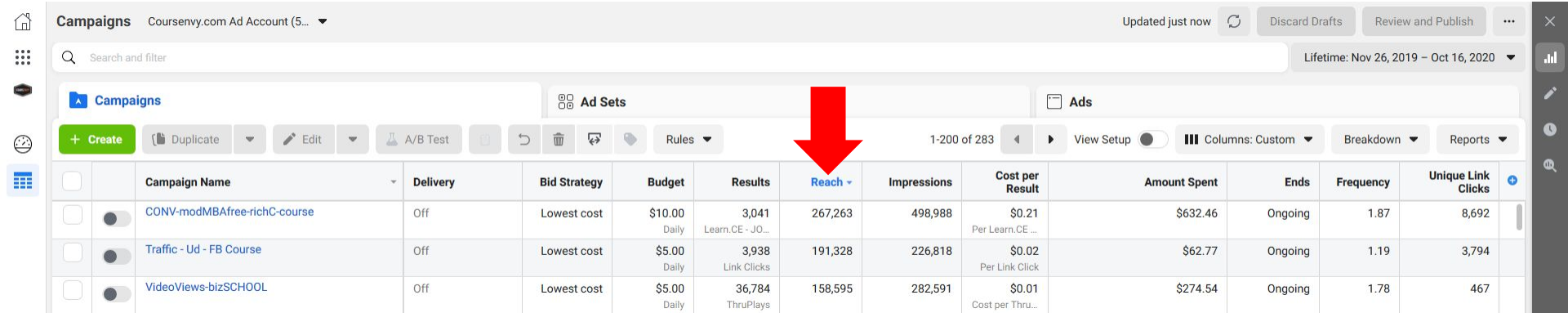
- **Ad Copy!** Are you instilling a sense of urgency and call to action? Are you split testing headlines and ad copy to see what drives better results?

- **Ad Creatives!** Did you split test multiple images and videos? Are your thumbnails and images attention grabbing?

Facebook Ads Quality Control Guide

When analyzing your Facebook Ads, the most important metric should always be your ad objective. If your ad objective is Conversions… what is the cost per conversion? If your objective is Traffic… what is the cost per click? If your objective is Page Likes… what is the cost per like?

Your goal is to split test one variable at a time in your ads until you have a NEAR perfect ad campaign driving the most results for the lowest cost! I will run split tests for 3-7 days (or until my ad has reached at least 1,000 people).



Reach vs. Impressions vs. Frequency

- **Reach** is the total number of people who see your content. Think of **REACH** as the number of unique people who saw your paid ad.
- **Impressions** are the number of times your content is displayed. Think of **IMPRESSIONS** as the number of times your paid ad was displayed.
- **Frequency** is the average number of times each person saw your ad. If your ad performance begins to drop as your **FREQUENCY** numbers rise, your target audience may be experiencing ad fatigue, and it may be time to change your ad creative or targeting.

EXAMPLE: If 50 people see your Facebook ad twice, REACH = 50, IMPRESSIONS = 100, FREQ = 2

		Ad Name	it	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Di...	Engagement Rate Ranking Ad Relevance Di...	Conversion Rate Ranking Ad Relevance Di...	Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases	Frequency
		Default name - Traffic - video		46 modMBA w...	13,352	22,449	$4.10 Per modMB...	Above average	Below average Bottom 35% of ads	Above average	$188.38	Ongoing	162	—	—	1.68

Focus on Results!

At the end of the day, you want **RESULTS** (conversions, sales, signups, leads, traffic, etc.)!

So use the varying Facebook ad objectives available to warm up new audiences to your brand and work them down your funnel until they convert!

EXAMPLE: Traffic Objective Results = Link Clicks

Ads Manager

Search business

Updated just now | Review and Publish

Add filters to narrow the data you are seeing.

Campaigns | 1 selected | Ad Sets for 1 Campaign | Ads for 1 Campaign

+ Create | Duplicate | Edit | Preview | Rules | Columns: Performance and Clicks | Breakdown: Age and Gender | Reports

Ad Name	Delivery	Results	Reach	Frequency	Cost per Result	Amount Spent	Ends	Relevance Score	Impressions	CPM (Cost per 1,000 Impressions)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-Through)
Dynamic 1	Not Delivering Ad Set is Off	271 Purchases	65,113	15.00	$21.45 Per Purchase	$5,814.09	Ongoing	7	976,585	$5.95	11,277	$0.52	1.15%
55–64 Female		69	10,945	13.92	$20.21	$1,394.70		—	152,302	$9.16	2,986	$0.47	1.96%
45–54 Female		85	12,082	15.33	$15.38	$1,306.92		—	185,277	$7.05	2,593	$0.50	1.40%
35–44 Female		57	13,874	16.63	$21.05	$1,199.76		—	230,770	$5.20	2,095	$0.57	0.91%
25–34												0.60	0.67%
65+												0.47	2.10%
18–24												0.55	0.45%
25–34												0.19	1.25%
55–64												0.39	1.55%
18–24												0.18	1.33%
45–54												0.58	0.62%
65+												0.42	1.17%
Results from 94 ads		2,065 Purchases	154,621 People	28.27 Per Person	$27.81 Per Purchase	$57,428.41 Total Spent			4,370,390 Total	$13.14 Per 1,000 Im...	53,514 Total	$1.07 Per Action	1.22% Per Impre...

After testing this campaign for a week, I have discovered which demographic this ad resonates with most via total **Link Clicks**, the highest **CTR** and lowest **CPC**. Female ages 45-64 were our best target market for Link Clicks and lowest **Cost Per Result** (Purchase).

(NOTE: I used the Breakdown menu to view my ads by “Age and Gender”)

Ongoing Optimization

- I start optimizing (shutting off, adjusting, review metrics like Breakdowns → Age, and scaling up budgets) ad campaigns after reaching **1,000 users** or **50 conversion events**.

- Review the data we cover in this lecture daily to see how your funnels are performing.

Facebook
Ads Manager

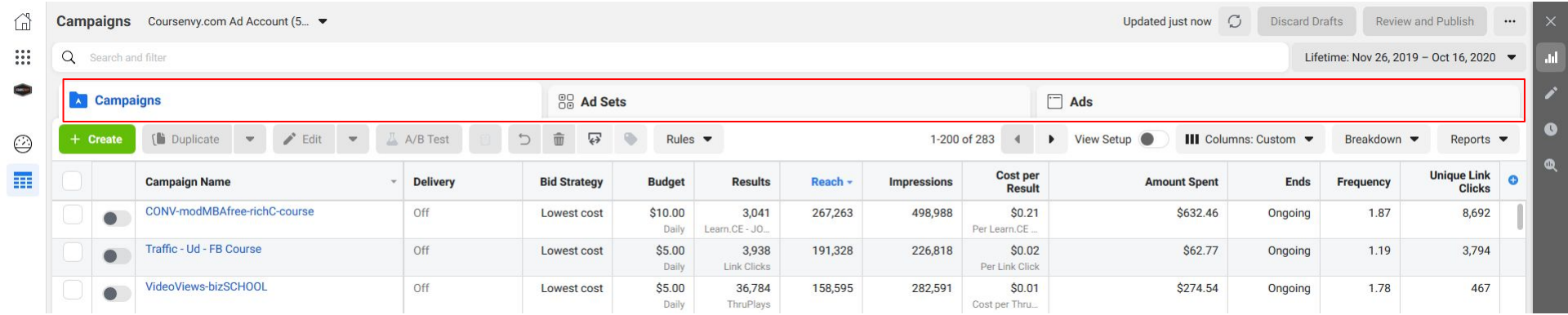
Facebook Ads Manager

Facebook Ads Manager Dashboard allows you to read data related to all your Facebook and Instagram ad campaigns. I use the Ads Manager as my daily check in on my clients ad results.

- Any visitors/actions on your website not attributable to your advertising campaigns are not tracked.
- Your Ads Manager helps you with making decisions regarding the campaigns (i.e. turning off non-performing ads and scaling up the budget on the winners).

Facebook Ads Manager Dashboard

➢ Select one of three TABS in your Ads Manager Dashboard to view metrics for that level: **Campaigns, Ad Sets,** or **Ads**



Facebook Ads Manager Dashboard

➢ Review each Facebook ad campaigns key performance metrics by column.

Campaigns | Coursenvy.com Ad Account (5... | Updated just now | Discard Drafts | Review and Publish

Search and filter | Lifetime: Nov 26, 2019 – Oct 16, 2020

Campaigns | Ad Sets | Ads

+ Create | Duplicate | Edit | A/B Test | Rules | 1-200 of 283 | View Setup | Columns: Custom | Breakdown | Reports

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
CONV-modMBAfree-richC-course	Off	Lowest cost	$10.00 Daily	3,041 Learn.CE - JO...	267,263	498,988	$0.21 Per Learn.CE ...	$632.46	Ongoing	1.87	8,692
Traffic - Ud - FB Course	Off	Lowest cost	$5.00 Daily	3,938 Link Clicks	191,328	226,818	$0.02 Per Link Click	$62.77	Ongoing	1.19	3,794
VideoViews-bizSCHOOL	Off	Lowest cost	$5.00 Daily	36,784 ThruPlays	158,595	282,591	$0.01 Cost per Thru...	$274.54	Ongoing	1.78	467

Add Columns to Facebook Ads Manager

Click this small plus **+ icon** to add more relevant columns and view more data.

Campaigns Coursenvy.com Ad Account (5...

Search and filter

Campaigns | Ad Sets | Ads

+ Create | Duplicate | Edit | A/B Test | Rules | 1-200 of 283 | View Setup | Columns: Custom | Breakdown | Reports

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Campaigns Coursenvy.com Ad Account (5... Updated 7 minutes ago Discard Drafts Review and Publish

Search and filter Lifetime: Nov 26, 2019 – Oct 16, 2020

Campaigns Ad Sets Ads

+ Create Duplicate Edit A/B Test Rules 1-200 of 283 View Setup Columns: Custom Breakdown Reports

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result			Frequency	Unique Link Clicks
CONV-modMBAfree-richC-course	Off	Lowest cost	$10.00 Daily	3,041 Learn.CE - JO...	267,263	498,988	$0.21 Per Learn.CE ...			1.87	8,692
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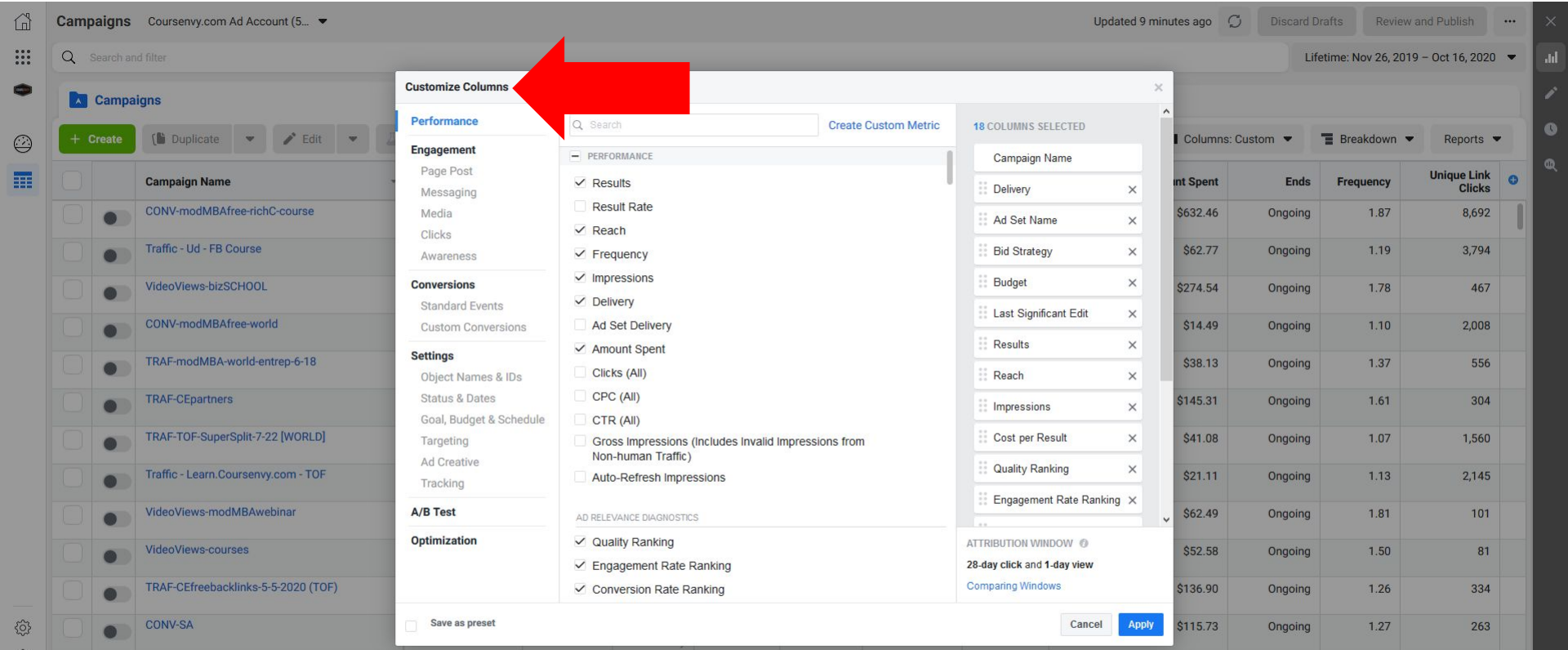
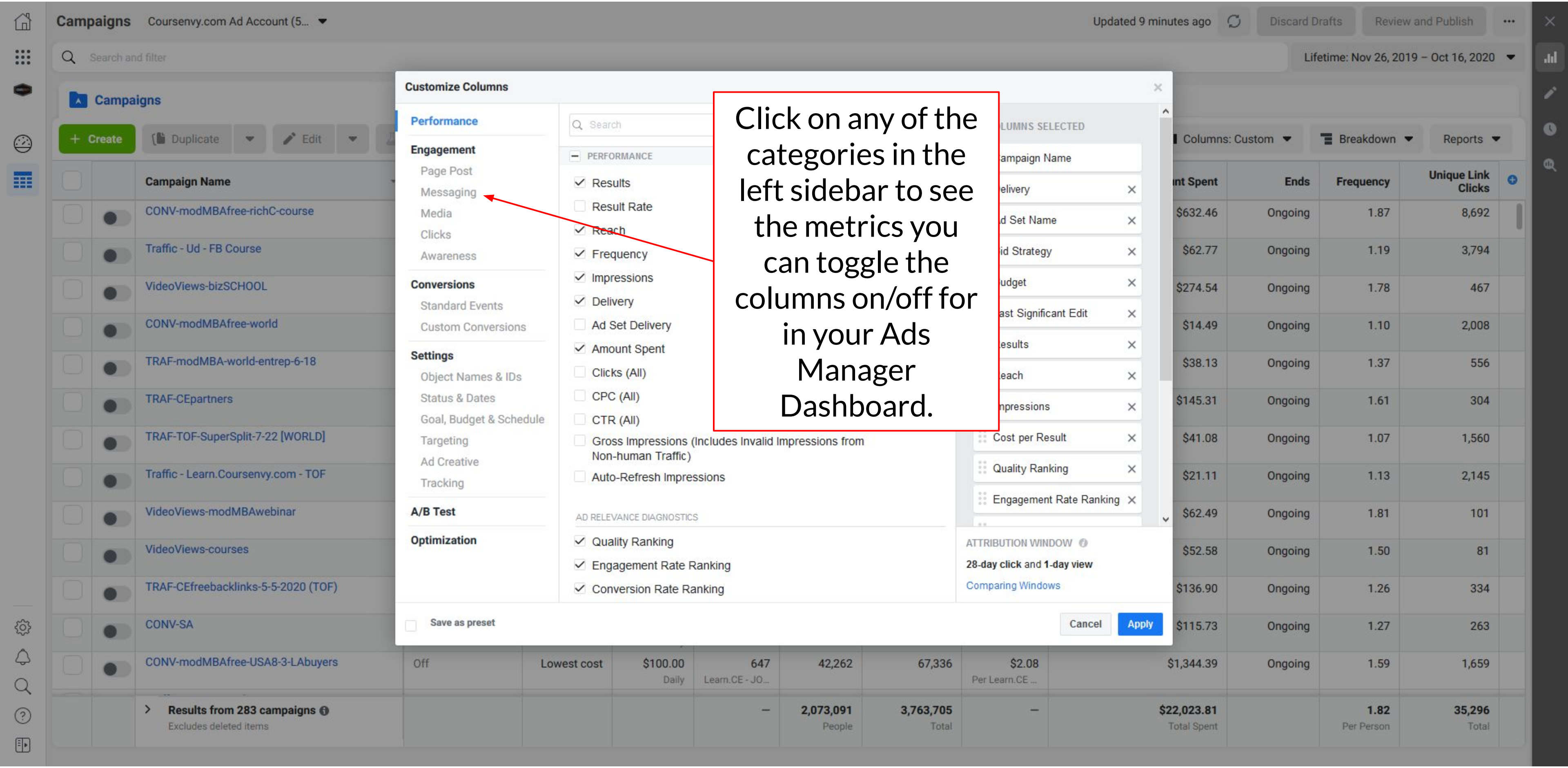
VideoViews-bizSCHOOL					158,595	282,591	$0.01 Cost per Thru...			1.78	467
CONV-modMBAfree-world					108,896	119,671	– Per Learn.CE ...			1.10	2,008
TRAF-modMBA-world-entrep-6-18					64,736	88,829	$0.07 Per Link Click			1.37	556
TRAF-CEpartners					63,280	101,900	$0.47 Per Link Click			1.61	304
TRAF-TOF-SuperSplit-7-22 [WORLD]					62,817	67,397	$0.07 Per Learn.CE ...			1.07	1,560
Traffic - Learn.Coursenvy.com - TOF					60,144	67,992	$0.01 Per Link Click			1.13	2,145
VideoViews-modMBAwebinar					51,472	93,372	$0.01			1.81	101
VideoViews-courses					47,232	70,924				1.50	81
TRAF-CEfreebacklinks-5-5-2020 (TOF)			Daily	Link Clicks	46,088	58,102	$0.40 Per Link Click			1.26	334
CONV-SA	Off	Lowest cost	$10.00 Daily	– modMBA sale	45,752	58,261	– Per modMBA ...	$115.73	Ongoing	1.27	263
CONV-modMBAfree-USA8-3-LAbuyers	Off	Lowest cost	$100.00 Daily	647 Learn.CE - JO...	42,262	67,336	$2.08 Per Learn.CE ...	$1,344.39	Ongoing	1.59	1,659
Results from 283 campaigns Excludes deleted items				–	2,073,091 People	3,763,705 Total	–	$22,023.81 Total Spent		1.82 Per Person	35,296 Total

- Performance (Default)
- Setup
- Delivery
- Engagement
- Video Engagement
- App Engagement
- Carousel Engagement
- Performance and Clicks
- Cross-Device
- Offline Conversions
- Targeting and Creative
- Bidding and Optimization
- Messaging Engagement
- Custom Save
- Customize Columns...
- Set as Default
- Reset Column Widths

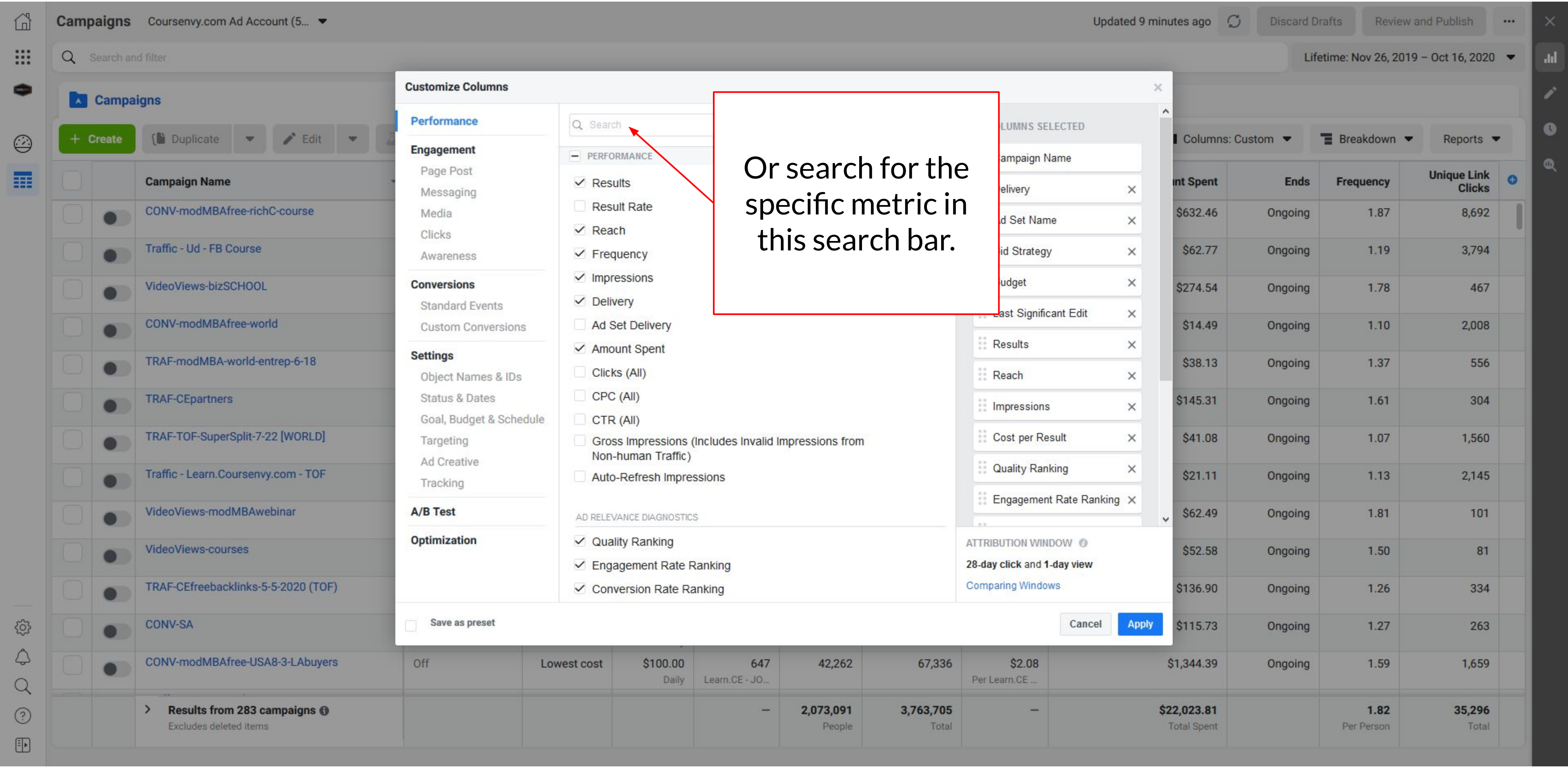
Or you can click the **"Customize Columns"** option in this Columns dropdown menu.

Customize Columns

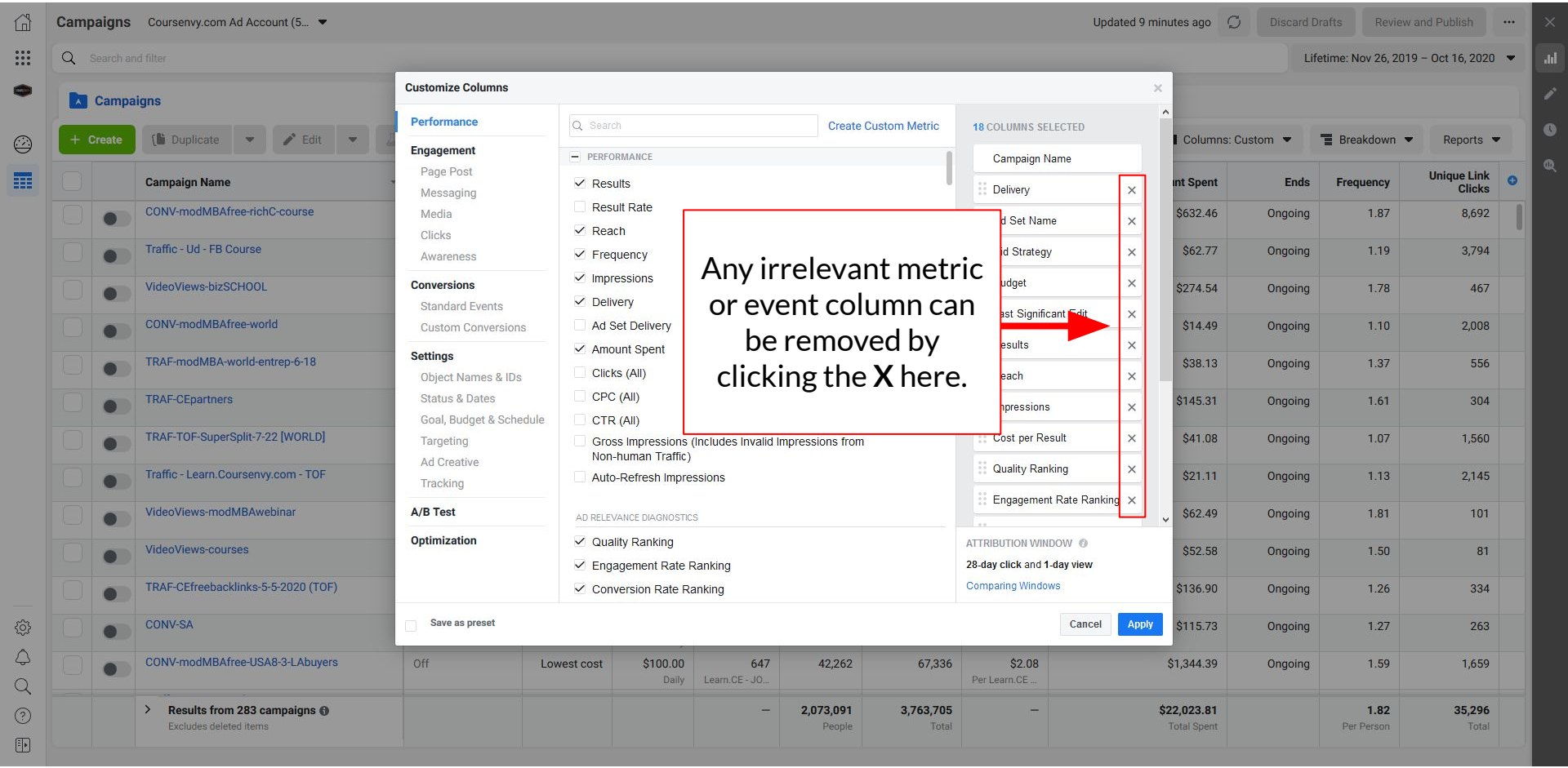




Click on any of the categories in the left sidebar to see the metrics you can toggle the columns on/off for in your Ads Manager Dashboard.


Or search for the specific metric in this search bar.
Campaigns
Coursenvy.com Ad Account (5...
Updated 9 minutes ago
Discard Drafts
Review and Publish
Search and filter
Lifetime: Nov 26, 2019 – Oct 16, 2020
Campaigns
Create
Duplicate
Edit
Columns: Custom
Breakdown
Reports
Customize Columns
Performance
Engagement
Page Post
Messaging
Media
Clicks
Awareness
Conversions
Standard Events
Custom Conversions
Settings
Object Names & IDs
Status & Dates
Goal, Budget & Schedule
Targeting
Ad Creative
Tracking
A/B Test
Optimization
Search
PERFORMANCE
Results
Result Rate
Reach
Frequency
Impressions
Delivery
Ad Set Delivery
Amount Spent
Clicks (All)
CPC (All)
CTR (All)
Gross Impressions (Includes Invalid Impressions from Non-human Traffic)
Auto-Refresh Impressions
AD RELEVANCE DIAGNOSTICS
Quality Ranking
Engagement Rate Ranking
Conversion Rate Ranking
Results
Reach
Impressions
Cost per Result
Quality Ranking
Engagement Rate Ranking
ATTRIBUTION WINDOW
28-day click and 1-day view
Comparing Windows
Save as preset
Cancel
Apply
Campaign Name
Ends
Frequency
Unique Link Clicks
CONV-modMBAfree-richC-course
Traffic - Ud - FB Course
VideoViews-bizSCHOOL
CONV-modMBAfree-world
TRAF-modMBA-world-entrep-6-18
TRAF-CEpartners
TRAF-TOF-SuperSplit-7-22 [WORLD]
Traffic - Learn.Coursenvy.com - TOF
VideoViews-modMBAwebinar
VideoViews-courses
TRAF-CEfreebacklinks-5-5-2020 (TOF)
CONV-SA
CONV-modMBAfree-USA8-3-LAbuyers
Results from 283 campaigns
Excludes deleted items

Select the metric you want to see for your ad campaign. By checking the box and clicking **Apply**, this metric will appear as a column to view for all the campaigns in the Ads Manager Dashboard.


Campaigns
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Customize Columns
Performance
Engagement
Page Post
Messaging
Media
Clicks
Awareness
Conversions
Standard Events
Custom Conversions
Settings
Object Names & IDs
Status & Dates
Goal, Budget & Schedule
Targeting
Ad Creative
Tracking
A/B Test
Optimization
Search
Create Custom Metric
PERFORMANCE
Results
Result Rate
Reach
Frequency
Impressions
Delivery
Ad Set Delivery
Amount Spent
Clicks (All)
CPC (All)
CTR (All)
Gross Impressions (Includes Invalid Impressions from Non-human Traffic)
Auto-Refresh Impressions
AD RELEVANCE DIAGNOSTICS
Quality Ranking
Engagement Rate Ranking
Conversion Rate Ranking
18 COLUMNS SELECTED
Campaign Name
Delivery
Cost per Result
Quality Ranking
Engagement Rate Ranking
ATTRIBUTION WINDOW
28-day click and 1-day view
Comparing Windows
Save as preset
Cancel
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VideoViews-courses
TRAF-CEfreebacklinks-5-5-2020 (TOF)
CONV-SA
CONV-modMBAfree-USA8-3-LAbuyers
Results from 283 campaigns
Excludes deleted items
Any irrelevant metric or event column can be removed by clicking the X here.

For Conversion Campaigns, this is one of the best setups which saves you time and is easy to analyze.

+ Create | Duplicate | Edit | Rules | View Setup | Columns: Custom | Breakdown | Reports

Campaign Name	Budget	Amount Spent	Unique Adds to Cart	Cost per Add to Cart	Unique Checkouts Initiated	Cost per Checkout Initiated	Unique Purchases	Cost per Purchase	Unique CTR (Link Click-	CPM (Cost per 1,000 Impressions)
Breakfast Again	Using ad set...	$38,130.36	11,188	$2.51	5,576	$4.60	1,138	$31.13	2.56%	$7.26
Life Time Budget -- 9AM-12AM	Using ad set...	$31,698.92	2,194	$10.62	4,938	$4.14	366	$77.31	1.30%	$12.11
New year New Creatives	Using ad set...	$10,746.06 of $10,7...	1,602	$5.01	1,235	$6.15	285	$35.82	1.30%	$7.30
Black Friday Look Alike Audience	Using ad set...	$9,631.91 of $11,41...	685	$9.59	1,168	$4.84	183	$49.14	1.01%	$18.53
City based Campaign	Using ad set...	$9,304.91	1,054	$6.79	2,306	$2.89	221	$38.61	1.30%	$8.55
Boxing Day	Using ad set...	$8,951.29 of $8,951...	720	$9.42	614	$10.71	148	$55.95	0.92%	$11.63
Interests based Ads	$350.00 Daily	$6,343.52	808	$5.00	675	$5.61	132	$36.88	0.87%	$6.91
Xmas Ad New Creative 50% OFF	Using ad set...	$4,779.51 of $13,09...	248	$14.84	211	$17.44	65	$69.27	0.86%	$14.78
Retargeting Hourly	Using ad set...	$4,451.30 of $4,451...	372	$9.51	758	$3.78	82	$51.76	1.88%	$13.40
Xmas Offer 20% OFF	Using ad set...	$2,699.29 of $6,277...	156	$16.49	277	$7.75	43	$91.99	0.43%	$15.93
Results from 192 campaigns Excludes deleted items		$240,133.87 Total Spent	29,072 Total	$5.91 Per Action	27,168 Total	$5.69 Per Action	4,444 Total	$48.98 Per Action	3.44% Per Person	$8.89 Per 1,000 Impressions

With these Custom Column metrics selected I can see the customers exact journey to Purchase.

+ Create | Duplicate | Edit | Rules | View Setup | Columns: Custom | Breakdown | Reports

Campaign Name	Budget	Amount Spent	Unique Adds to Cart	Cost per Add to Cart	Unique Checkouts Initiated	Cost per Checkout Initiated	Unique Purchases	Cost per Purchase	Unique CTR (Link Click-	CPM (Cost per 1,000 Impressions)
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Black Friday Look Alike Audience	Using ad set...	$9,631.91 of $11,41...	685	$9.59	1,168	$4.84	183	$49.14	1.01%	$18.53
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For Engagement Ads, these are the metrics you should be focused on tracking.

+ Create | Duplicate | Edit | Rules | View Setup | Columns: Custom | Breakdown | Reports

Campaign Name	Budget	Amount Spent	Page Engagement	Cost pe Pag Engagemer	10-Second Video Views	Cost per 10-Second Video View	Unique Link Clicks	Cost per Unique Link Click	CTR (Link Click-	Reach	Cost per 1,000 People	Impressions	CPM (Co per 1,0(Impression
Breakfast Again	Using ad s...	$38,130.36	878,669	$0.04	374,422	$0.10	24,840	$1.54	0.54%	969,986	$39.31	5,248,767	$7.26
Life Time Budget -- 9AM-12AM	Using ad s...	$31,698.92	401,707	$0.08	150,124	$0.21	7,680	$4.13	0.35%	591,737	$53.57	2,617,179	$12.11
New year New Creatives	Using ad s...	$10,746.06 of $10,746.06	163,105	$0.07	66,760	$0.16	4,732	$2.27	0.37%	364,288	$29.50	1,471,677	$7.30
Black Friday Look Alike Audience	Using ad s...	$9,631.91 of $11,413.48	2,899	$3.32	79	$121.92	1,960	$4.91	0.44%	193,364	$49.81	519,844	$18.53
City based Campaign	Using ad s...	$9,304.91	5,663	$1.64	—	—	4,560	$2.04	0.46%	349,748	$26.60	1,088,466	$8.55
Boxing Day	Using ad s...	$8,951.29 of $8,951.29	3,415	$2.62	—	—	2,664	$3.36	0.39%	289,472	$30.92	769,597	$11.63
Interests based Ads	$350.00 Daily	$6,343.52	127,391	$0.05	54,786	$0.12	4,166	$1.52	0.48%	476,134	$13.32	917,881	$6.91
Xmas Ad New Creative 50% OFF	Using ad s...	$4,779.51 of $13,098.73	41,282	$0.12	16,249	$0.29	1,025	$4.66	0.35%	118,936	$40.19	323,399	$14.78
Results from 192 campaigns Excludes deleted items		**$240,133.87** Total Spent	**3,048,591** Total	**$0.08** Per Action	**1,201,679** Total	**$0.20** Per Action	**91,072** Total	**$2.64** Per Action	**0.44%** Per Imp...	**2,645,951** People	**$90.76** Per 1,000 ...	**26,997,798** Total	**$8.89** Per 1,000 I...

Campaigns Coursenvy.com Ad Account (5...

Updated just now | Discard Drafts | Review and Publish

Search and filter

Lifetime: Nov 26, 2019 – Oct 16, 2020

Campaigns | Ad Sets | Ads

+ Create | Duplicate | Edit | A/B Test | Rules | 1-200 of 283 | View Setup | Columns: Engagement | Breakdown | Reports

Campaign Name	Delivery	Post Reactions	Post Comments	Post Saves	Post Shares	ge Likes	CPC (Cost per Link Click)
CONV-modMBAfree-richC-course	Off			48	203	6	$0.06
Traffic - Ud - FB Course	Off			2	2	–	$0.02
VideoViews-bizSCHOOL	Off			5	5	–	$0.58
CONV-modMBAfree-world	Off			1	2	–	$0.01
TRAF-modMBA-world-entrep-6-18	Off			2	–	–	$0.07
TRAF-CEpartners	Off			15	1	–	$0.47
TRAF-TOF-SuperSplit-7-22 [WORLD]	Off			58	28	1	$0.02
Traffic - Learn.Coursenvy.com - TOF	Off	360	6	736	51	–	$0.01
VideoViews-modMBAwebinar	Off	4	–	–	–	–	$0.61
VideoViews-courses	Off	6	–	2	–	–	$0.65
TRAF-CEfreebacklinks-5-5-2020 (TOF)	Off	15	–	15	4	–	$0.40
CONV-SA	Off	61	2	22	9	269	1	$0.43
CONV-modMBAfree-USA8-3-LAbuyers	Off	175	8	287	79	1,803	–	$0.75
Results from 283 campaigns Excludes deleted items		5,678 Total	195 Total	3,341 Total	749 Total	39,721 Total	11 Total	$0.55 Per Action

Columns: Engagement

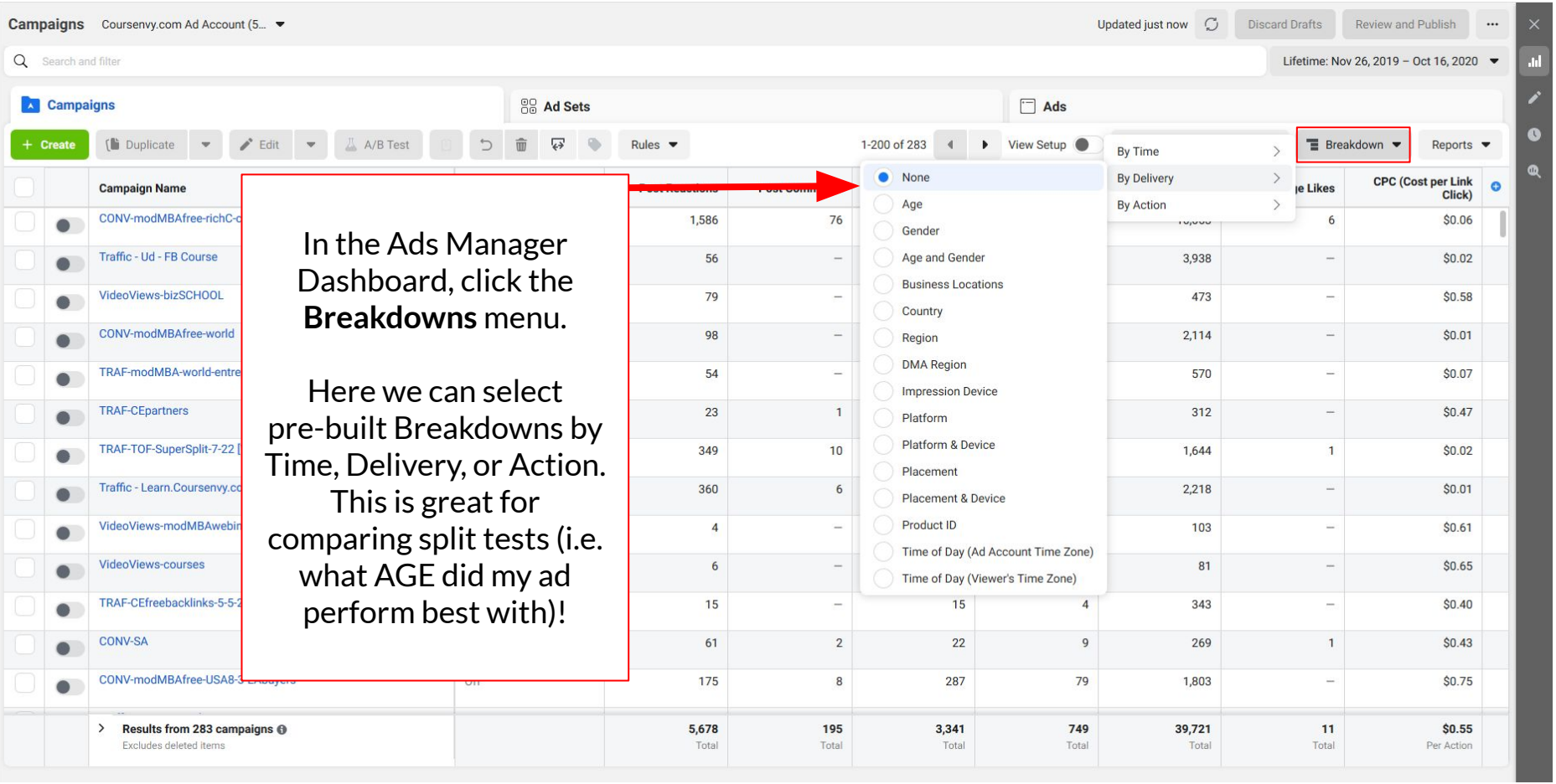
- Performance (Default)
- Setup
- Delivery
- Engagement
- Video Engagement
- App Engagement
- Carousel Engagement
- Performance and Clicks
- Cross-Device
- Offline Conversions
- Targeting and Creative
- Bidding and Optimization
- Messaging Engagement

Customize Columns...

Set as Default

Reset Column Widths

If you don't want to customize your columns, there are pre-built column combinations made by Facebook.



In the Ads Manager Dashboard, click the **Breakdowns** menu.

Here we can select pre-built Breakdowns by Time, Delivery, or Action. This is great for comparing split tests (i.e. what AGE did my ad perform best with)!

EXAMPLE: Breakdown → Age and Gender

Ads Manager

Search business

Discard Drafts | Review and Publish

Add filters to narrow the data you are seeing.

Lifetime: May 9,

Campaigns | 1 selected | Ad Sets for 1 Campaign | Ads for 1 Campaign

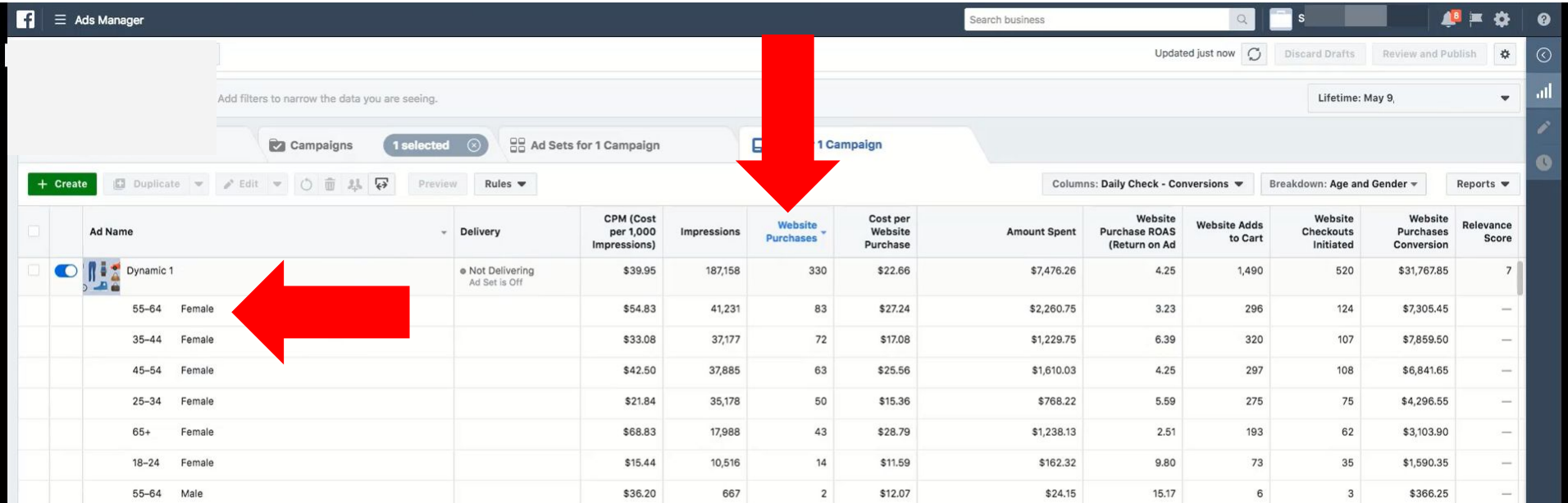
+ Create | Duplicate | Edit | Preview | Rules

Columns: Daily Check - Conversions | Breakdown: Age and Gender | Reports

Ad Name	Delivery	CPM (Cost per 1,000 Impressions)	Impressions	Website Purchases	Cost per Website Purchase	Amount Spent	Website Purchase ROAS (Return on Ad	Website Adds to Cart	Website Checkouts Initiated	Website Purchases Conversion	Relevance Score
Dynamic 1	Not Delivering Ad Set is Off	$39.95	187,158	330	$22.66	$7,476.26	4.25	1,490	520	$31,767.85	7
55–64 Female		$54.83	41,231	83	$27.24	$2,260.75	3.23	296	124	$7,305.45	—
35–44 Female		$33.08	37,177	72	$17.08	$1,229.75	6.39	320	107	$7,859.50	—
45–54 Female		$42.50	37,885	63	$25.56	$1,610.03	4.25	297	108	$6,841.65	—
25–34 Female		$21.84	35,178	50	$15.36	$768.22	5.59	275	75	$4,296.55	—
65+ Female		$68.83	17,988	43	$28.79	$1,238.13	2.51	193	62	$3,103.90	—
18–24 Female		$15.44	10,516	14	$11.59	$162.32	9.80	73	35	$1,590.35	—
55–64 Male		$36.20	667	2	$12.07	$24.15	15.17	6	3	$366.25	—
18–24 Male		$15.78	389	1	$6.14	$6.14	43.20	4	1	$265.20	—
25–34 Male		$34.06	3,452	1	$117.58	$117.58	—	13	1	$0.00	—
45–54 Male		$24.32	967	1	$23.52	$23.52	5.91	9	3	$139.00	—
18–24 Uncategorized		$3.18	44	—	—	$0.14	—	—	—	$0.00	—

EXAMPLE: Breakdown → Age and Gender

- Using the “Age and Gender” Breakdown, I can see what demographic is making the most purchases. **Female 55-64** accounted for 83 out of the total 330 sales for this client of ours!



Ad Name	Delivery	CPM (Cost per 1,000 Impressions)	Impressions	Website Purchases	Cost per Website Purchase	Amount Spent	Website Purchase ROAS (Return on Ad	Website Adds to Cart	Website Checkouts Initiated	Website Purchases Conversion	Relevance Score
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35–44 Female		$33.08	37,177	72	$17.08	$1,229.75	6.39	320	107	$7,859.50	—
45–54 Female		$42.50	37,885	63	$25.56	$1,610.03	4.25	297	108	$6,841.65	—
25–34 Female		$21.84	35,178	50	$15.36	$768.22	5.59	275	75	$4,296.55	—
65+ Female		$68.83	17,988	43	$28.79	$1,238.13	2.51	193	62	$3,103.90	—
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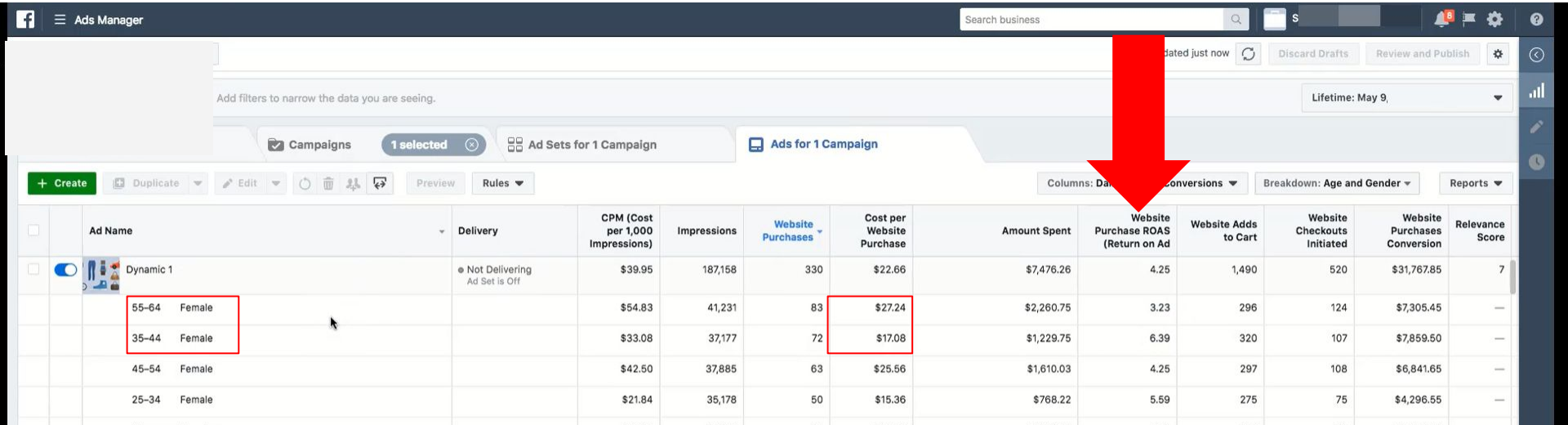
55–64 Male		$36.20	667	2	$12.07	$24.15	15.17	6	3	$366.25	—

EXAMPLE: Breakdown → Age and Gender

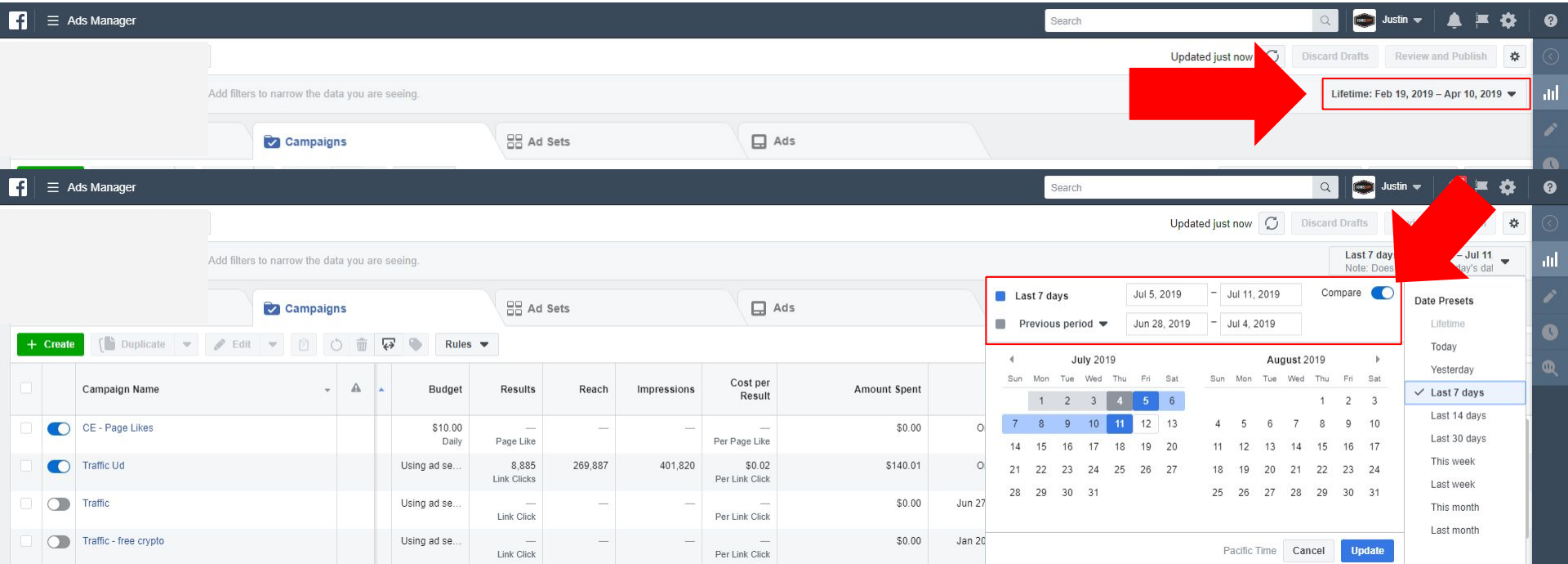
- A potential **split test** I see right away for my next campaign is testing the top performing age groups targeting women only.
- Just look at the Return on Ad Spend (**ROAS**) column… female age 35-44 had a **6.39x return** on every $1 of ad spend! So while ages 55-64 drove more sales, ages 35-44 drove sales at a lower cost!



Ad Name	Delivery	CPM (Cost per 1,000 Impressions)	Impressions	Website Purchases	Cost per Website Purchase	Amount Spent	Website Purchase ROAS (Return on Ad	Website Adds to Cart	Website Checkouts Initiated	Website Purchases Conversion	Relevance Score
Dynamic 1	Not Delivering Ad Set is Off	$39.95	187,158	330	$22.66	$7,476.26	4.25	1,490	520	$31,767.85	7
55–64 Female		$54.83	41,231	83	$27.24	$2,260.75	3.23	296	124	$7,305.45	—
35–44 Female		$33.08	37,177	72	$17.08	$1,229.75	6.39	320	107	$7,859.50	—
45–54 Female		$42.50	37,885	63	$25.56	$1,610.03	4.25	297	108	$6,841.65	—
25–34 Female		$21.84	35,178	50	$15.36	$768.22	5.59	275	75	$4,296.55	—

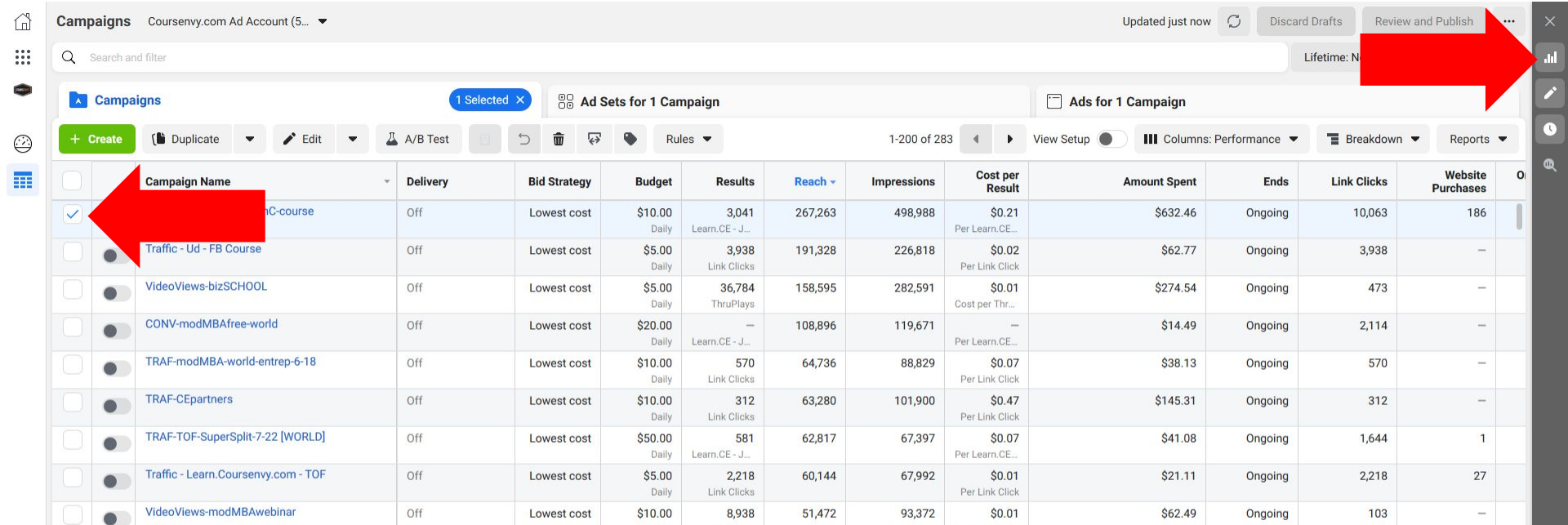
Facebook Ads Manager → Dates

One feature I love for my split tests, is to click on the date range drop-down menu, then toggle “Compare”, then choose the dates that you want to compare to see at a high level which week performed better.



Reviewing Metrics on Individual Campaigns

1. Select a checkbox next to a campaign, ad set, or ad of your choice in Facebook Ads Manager.
2. Then click the “Chart” icon in the right sidebar.



Campaigns Coursenvy.com Ad Account (5...

Search and filter

1 ×

+ Create | Duplicate | Edit | A/B T

Campaign Name	Deliv
CONV-modMBAfree-richC-course	Off
Traffic - Ud - FB Course	Off
VideoViews-bizSCHOOL	Off
CONV-modMBAfree-world	Off
TRAF-modMBA-world-entrep-6-18	Off
TRAF-CEpartners	Off
TRAF-TOF-SuperSplit-7-22 [WORLD]	Off
Traffic - Learn.Coursenvy.com - TOF	Off
VideoViews-modMBAwebinar	Off
VideoViews-courses	Off
TRAF-CEfreebacklinks-5-5-2020 (TOF)	Off
CONV-SA	Off
CONV-modMBAfree-USA8-3-LAbuyers	Off

Results from 283 campaigns
Excludes deleted items

Search

CONV-modMBAfree-richC-course
English - 21+ - C
Default name
Default name - Conversions - Copy...
world - 18+ - ALL
Default name - Conversions

One more area to compare when split testing ads are these three tabs: Performance, Demographics, Placement, and Delivery

CONV-modMBAfree-richC-course > 2 Ad Sets > 3 Ads

Off

Lifetime: Nov 26, 2019 – Oct 16, 2020

Performance | Demographics | Placement | Delivery

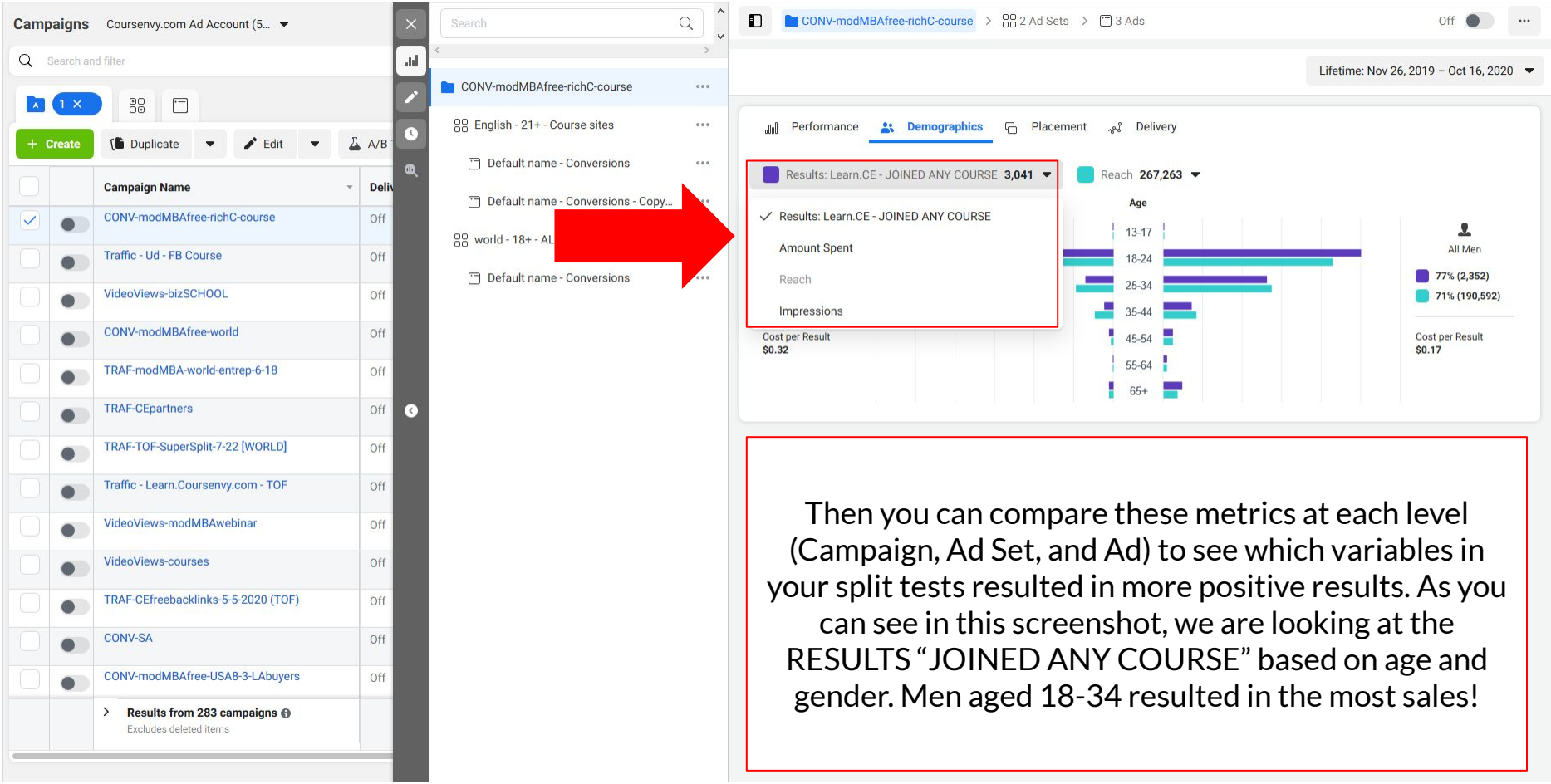
3,041
Results: Learn.CE - JOINED ANY COURSE

267,263
People Reached

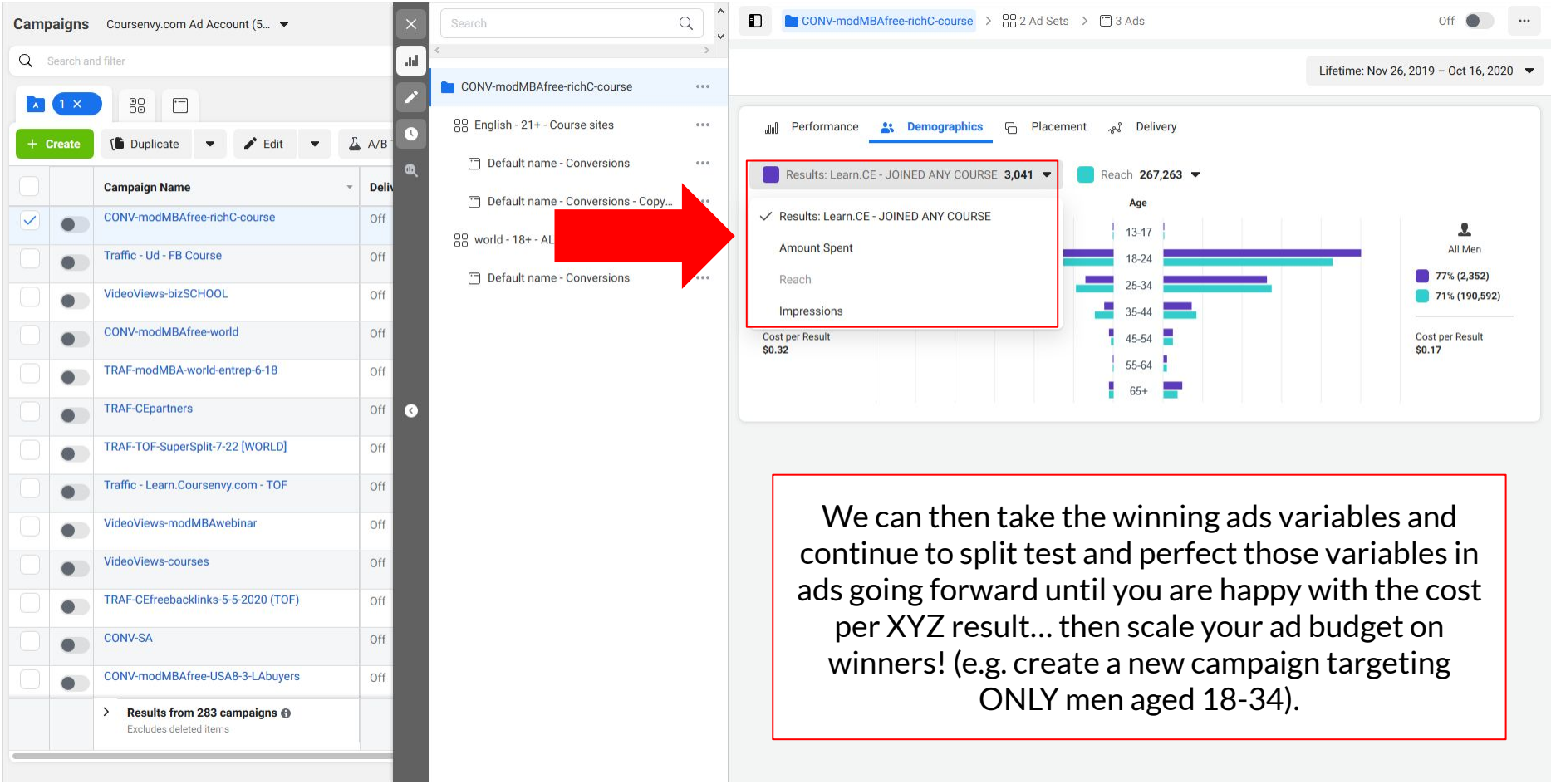
$632.46
Amount Spent

Custom

Results: Learn.CE - JOINED ANY COURSE 3,041 | Cost per Result $0.21 | Result Rate 0.61%



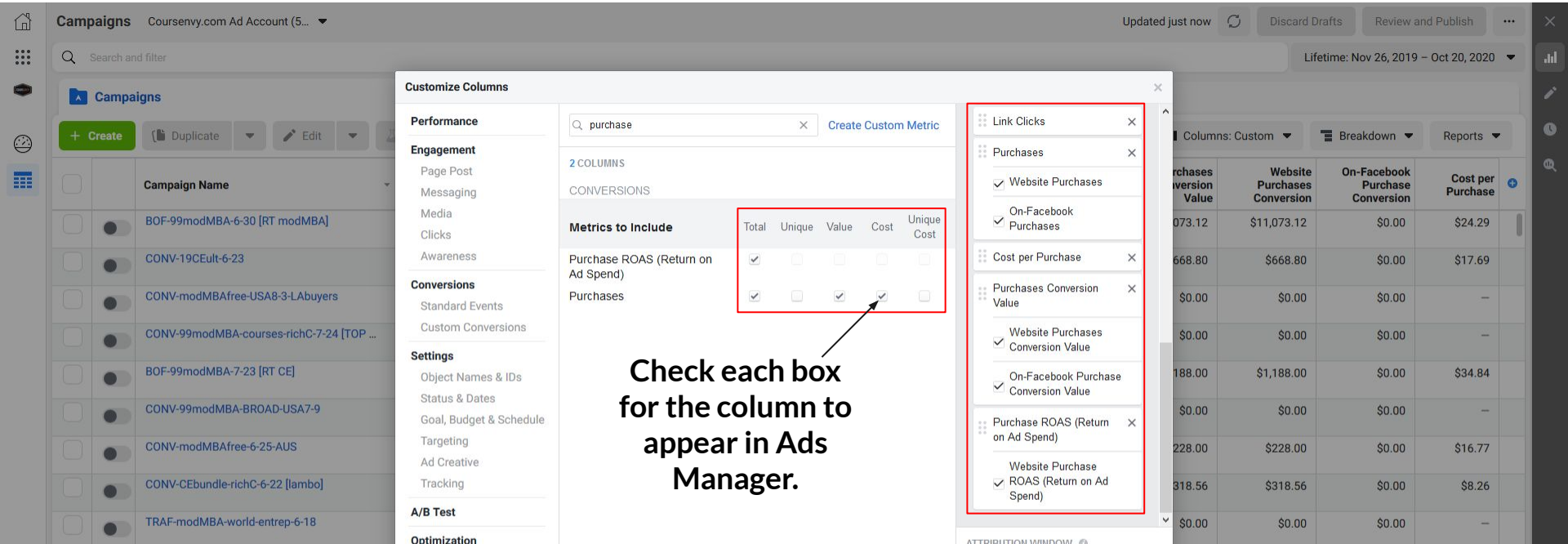
Then you can compare these metrics at each level (Campaign, Ad Set, and Ad) to see which variables in your split tests resulted in more positive results. As you can see in this screenshot, we are looking at the RESULTS "JOINED ANY COURSE" based on age and gender. Men aged 18-34 resulted in the most sales!



We can then take the winning ads variables and continue to split test and perfect those variables in ads going forward until you are happy with the cost per XYZ result… then scale your ad budget on winners! (e.g. create a new campaign targeting ONLY men aged 18-34).

CASE STUDY: eCommerce Client

➢ If you are running an eCommerce store online, these are the **Custom Columns** we add and rearrange (via this right sidebar) to see **Purchases (Total, Value, and Cost)**, and **ROAS**.



CASE STUDY: eCommerce Client

- The goal of any eCommerce store is sales, so the **Purchases (Total, Value, and Cost)** and **ROAS** metrics are the first things you should look at when comparing an ads success.

Campaigns | Coursenvy.com Ad Account (5... | Updated just now | Discard Drafts | Review and Publish

Search and filter | Lifetime: Nov 26, 2019 – Oct 20, 2020

Campaigns | Ad Sets | Ads

+ Create | Duplicate | Edit | A/B Test | Rules | 1-200 of 284 | View Setup | Columns: Custom | Breakdown | Reports

Campaign Name	Spent	Ends	Link Clicks	Purchases	Website Purchases	On-Facebook Purchases	Cost per Purchase	Purchases Conversion Value	Website Purchases Conversion	On-Facebook Purchase Conversion	Purchase ROAS (Return on Ad Spend)	Website Purchase ROAS (Return on Ad
BOF-99modMBA-6-30 [RT modMBA]	49.08	Ongoing	534	72	72	–	$24.29	$11,073.12	$11,073.12	$0.00	6.33	6.33
CONV-99modMBA-UdemyInsights-7-6 [Canad...	31.52	Ongoing	126	13	13	–	$48.58	$1,287.00	$1,287.00	$0.00	2.04	2.04
BOF-99modMBA-7-23 [RT CE]	18.03	Ongoing	138	12	12	–	$34.84	$1,188.00	$1,188.00	$0.00	2.84	2.84
CONV-99modMBA-LA-USA7-6 [LA (US, 1%) - ...	95.32	Ongoing	164	12	12	–	$66.28	$1,188.00	$1,188.00	$0.00	1.49	1.49
CONV-99modMBA-LA-USA7-6	21.78	Ongoing	211	9	9	–	$91.31	$811.00	$811.00	$0.00	0.99	0.99
CONV-99modMBA-BROAD-AUS-7-7	26.78	Ongoing	209	8	8	–	$90.85	$792.00	$792.00	$0.00	1.09	1.09
CONV-99modMBA-courses-USA7-15	21.30	Ongoing	96	8	8	–	$52.66	$792.00	$792.00	$0.00	1.88	1.88
CONV-19CEult-6-23	95.43	Ongoing	304	28	28	–	$17.69	$668.80	$668.80	$0.00	1.35	1.35
CONV-19CEult-6-25 [lookalikes - USA]	18.98	Ongoing	127	18	18	–	$17.72	$403.00	$403.00	$0.00	1.26	1.26

ROAS (Return on Ad Spend)

- **ROAS** = Money made from each ad dollar spent. For example below, this campaign is returning $6.33 for every $1 that we spend on ads. The higher the ROAS, the better!

Campaigns | Coursenvy.com Ad Account (5... | Updated just now | Discard Drafts | Review and Publish

Search and filter | Lifetime: Nov 26, 2019 – Oct 20, 2020

Campaigns | Ad Sets | Ads

+ Create | Duplicate | Edit | A/B Test | Rules | 1-200 of 284 | View Setup | Columns: Custom | Reports

Campaign Name	Spent	Ends	Link Clicks	Purchases	Website Purchases	On-Facebook Purchases	Cost per Purchase	Purchases Conversion Value	Website Purchases Conversion	On-Facebook Purchase Conversion	Purchase ROAS (Return on Ad Spend)	Website Purchase ROAS (Return on Ad
BOF-99modMBA-6-30 [RT modMBA]	49.08	Ongoing	534	72	72	–	$24.29	$11,073.12	$11,073.12	$0.00	6.33	6.33
CONV-99modMBA-UdemyInsights-7-6 [Canad...	31.52	Ongoing	126	13	13	–	$48.58	[illegible]	$1,287.00	$0.00	2.04	2.04
BOF-99modMBA-7-23 [RT CE]	18.03	Ongoing	138	12	12	–	$34.84	[illegible]	$1,188.00	$0.00	2.84	2.84
CONV-99modMBA-LA-USA7-6 [LA (US, 1%) - ...	95.32	Ongoing	164	12	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1.49
CONV-99modMBA-LA-USA7-6	21.78	Ongoing	211	9	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	0.99
CONV-99modMBA-BROAD-AUS-7-7	26.78	Ongoing	209	8	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1.09
CONV-99modMBA-courses-USA7-15	21.30	Ongoing	96	8	8	–	$52.66	$792.00	$792.00	$0.00	1.88	1.88
CONV-19CEult-6-23	95.43	Ongoing	304	28	28	–	$17.69	$668.80	$668.80	$0.00	1.35	1.35
CONV-19CEult-6-25 [lookalikes - USA]	18.98	Ongoing	127	18	18	–	$17.72	$403.00	$403.00	$0.00	1.26	1.26

Purchases Conversion Value = Revenue

How to Measure Your Return on Ad Spend (ROAS)

To automatically have Facebook measure your ROAS, you need to have the **Facebook Pixel** set up and installed on your website, including the Purchase event and value (reference our Facebook Pixel lecture to proper installation).

We will scale up the budgets for the highest ROAS campaigns. Do note though, that when you scale up your ad spend, your cost per purchase will increase and your ROAS will decrease as you start to reach more people in your target audience.

How to Measure Your Return on Ad Spend (ROAS)

Return on Ad Spend (ROAS) is the online advertising equivalent of Return on Investment (ROI).

ROAS = Revenue from Facebook Ads / Facebook Ad Spend

EXAMPLE: You spend $1,000 in a month on Facebook ads with a purchase value of $50 per product and a cost per purchase of $20

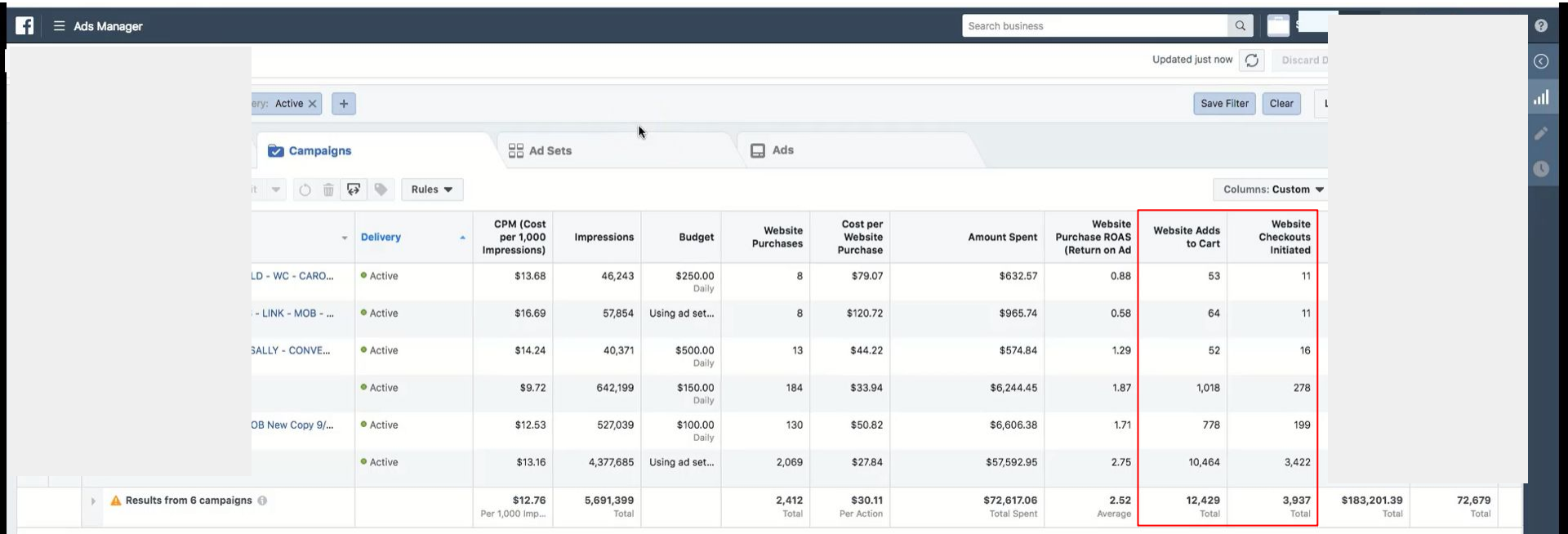
The ad generates 150 purchases (new customers) with a total purchase value (revenue) of $7,500

ROAS = $7,500 / (150 x $20) = 2.5

ROAS = 2.5x Return on Ad Spend

CASE STUDY: eCommerce Client

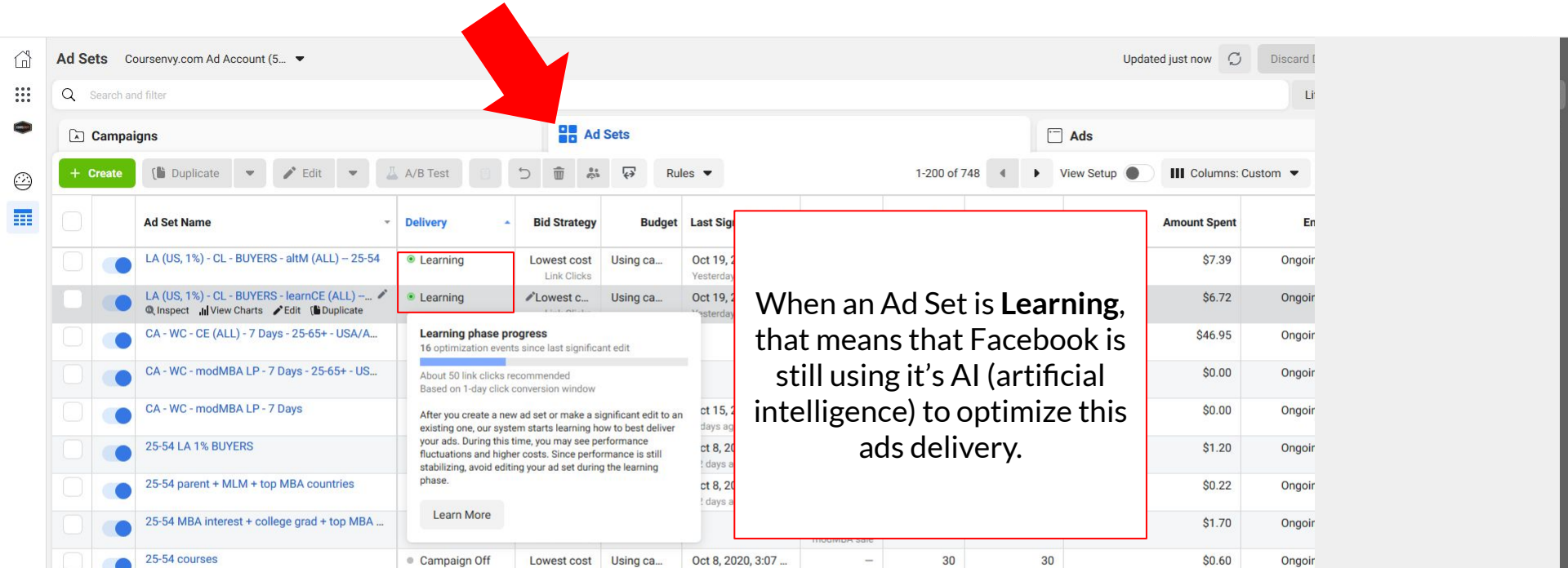
Website Adds to Cart and **Website Checkouts Initiated** are key to review in the beginning of an ad campaign. If people aren't even adding items to their cart, you have an Ad Set **targeting** issue.



	Delivery	CPM (Cost per 1,000 Impressions)	Impressions	Budget	Website Purchases	Cost per Website Purchase	Amount Spent	Website Purchase ROAS (Return on Ad	Website Adds to Cart	Website Checkouts Initiated		
LD - WC - CARO...	Active	$13.68	46,243	$250.00 Daily	8	$79.07	$632.57	0.88	53	11		
- LINK - MOB - ...	Active	$16.69	57,854	Using ad set...	8	$120.72	$965.74	0.58	64	11		
SALLY - CONVE...	Active	$14.24	40,371	$500.00 Daily	13	$44.22	$574.84	1.29	52	16		
	Active	$9.72	642,199	$150.00 Daily	184	$33.94	$6,244.45	1.87	1,018	278		
OB New Copy 9/...	Active	$12.53	527,039	$100.00 Daily	130	$50.82	$6,606.38	1.71	778	199		
	Active	$13.16	4,377,685	Using ad set...	2,069	$27.84	$57,592.95	2.75	10,464	3,422		
Results from 6 campaigns		$12.76 Per 1,000 Imp...	5,691,399 Total		2,412 Total	$30.11 Per Action	$72,617.06 Total Spent	2.52 Average	12,429 Total	3,937 Total	$183,201.39 Total	72,679 Total

CASE STUDY: eCommerce Client

➢ **Learning** appears on the Ad Sets tab under the **Delivery** column.



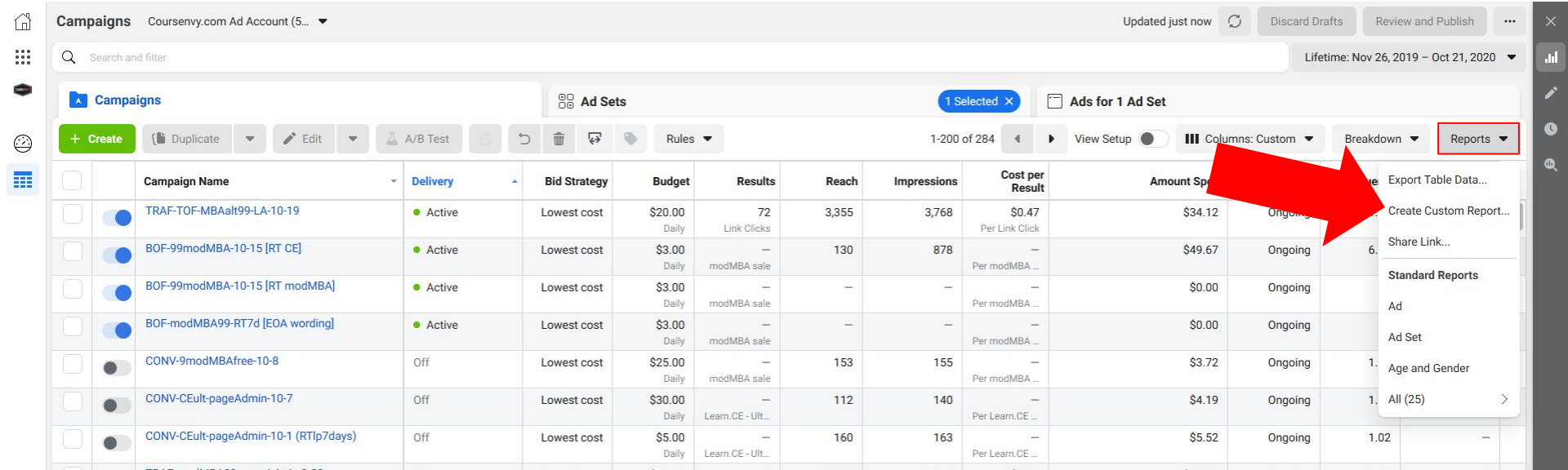
When an Ad Set is **Learning**, that means that Facebook is still using it's AI (artificial intelligence) to optimize this ads delivery.

Facebook Ads Reporting

Facebook Ads Manager → Reports

Once you have your Ads Manager customized the way you want (i.e. your specific Custom Columns added/removed), create and save a **Report**.

➢ Click **Reports** → in the dropdown menu select "**Create Custom Report**"



Facebook Ads Reporting

https://business.facebook.com/adsmanager/reporting

Reports > **Untitled Report**
1 Ad Account, 28-day click and 1-da

You have unsaved changes
Data refreshed less than 1 minute ago

Save

Had Delivery ✕ Search and filter

Clear Lifetime: Nov 26, 2019 – Oct 21, 2020

Pivot Table

Customize

Give your Custom Report a name.

Campaign Nam		mpaign Name	Results ↓	Reach	Impressions	Cost per Result	Quality Ranking
VideoViews-bizSCHOOL	Inactive Campaign	VideoViews-bizSCHOOL	36,784 ThruPlays	158,595	282,591	$0.01 ThruPlay	
VideoViews-Testimonial-Nic	Inactive Campaign	VideoViews-Testimonial-Nic	34,830 ThruPlays	9,044	35,189	$0.002 ThruPlay	
REACH-modMBAfree-mrktMNGRjob	Inactive Campaign	REACH-modMBAfree-mrktMNGRjob	13,360 Reach	13,360	13,989	$1.44 Reach	
REACH-modMBAwebinar-CAacct	Inactive Campaign	REACH-modMBAwebinar-CAacct	13,276 Reach	13,276	13,785	$3.39 Reach	
Reach-parentENTREP	Inactive Campaign	Reach-parentENTREP	10,522 Reach	10,522	10,522	$1.77 Reach	
VideoViews-modMBAwebinar	Inactive Campaign	VideoViews-modMBAwebinar	8,938 ThruPlays	51,472	93,372	$0.01 ThruPlay	
VideoViews-courses	Inactive Campaign	VideoViews-courses	7,189 ThruPlays	47,232	70,924	$0.01 ThruPlay	
Traffic - Ud - FB Course	Inactive Campaign	Traffic - Ud - FB Course	3,938 Link Clicks	191,328	226,818	$0.02 Link Click	
TRAF-udemy-FB-shops-FREE-6-16	Deleted Campaign	TRAF-udemy-FB-shops-FREE-6-16	3,544 Link Clicks	229,697	403,412	$0.02 Link Click	
VideoViews-supersplit	Inactive Campaign	VideoViews-supersplit	3,491 ThruPlays	19,756	22,548	$0.01 ThruPlay	
CONV-modMBAfree-richC-course	Inactive	CONV-modMBAfree-richC-course	3,041	267,263	498,988	$0.21	

Customize Pivot Table

Search

Breakdowns | Metrics

Custom Breakdowns

+ Create

Level

- ☑ Campaign Name
- ☐ Ad Set Name
- ☐ Ad Name
- ☐ Campaign ID
- ☐ Ad Set ID
- ☐ Ad ID

Time

- ☐ Day
- ☐ Week
- ☐ 2 Weeks

Facebook Ads Reporting

https://business.facebook.com/adsmanager/reporting

Reports > **Untitled Report**
1 Ad Account, 28-day click and 1-day view, USD

Share your Report link.

Had Delivery ✕ | Search and filter | , 2020

Pivot Table | Group Breakdowns | Customize

Campaign Name	Delivery	Campaign Name	Results ↓	Reach	Impressions	Cost per Result	Quality Ranking
VideoViews-bizSCHOOL	Inactive Campaign	VideoViews-bizSCHOOL	36,784 ThruPlays	158,595	282,591	$0.01 ThruPlay	
VideoViews-Testimonial-Nic	Inactive Campaign	VideoViews-Testimonial-Nic	34,830 ThruPlays	9,044	35,189	$0.002 ThruPlay	
REACH-modMBAfree-mrktMNGRjob	Inactive Campaign	REACH-modMBAfree-mrktMNGRjob	13,360 Reach	13,360	13,989	$1.44 Reach	
REACH-modMBAwebinar-CAacct	Inactive Campaign	REACH-modMBAwebinar-CAacct	13,276 Reach	13,276	13,785	$3.39 Reach	
Reach-parentENTREP	Inactive Campaign	Reach-parentENTREP	10,522 Reach	10,522	10,522	$1.77 Reach	
VideoViews-modMBAwebinar	Inactive Campaign	VideoViews-modMBAwebinar	8,938 ThruPlays	51,472	93,372	$0.01 ThruPlay	
VideoViews-courses	Inactive Campaign	VideoViews-courses	7,189 ThruPlays	47,232	70,924	$0.01 ThruPlay	
Traffic - Ud - FB Course	Inactive Campaign	Traffic - Ud - FB Course	3,938 Link Clicks	191,328	226,818	$0.02 Link Click	
TRAF-udemy-FB-shops-FREE-6-16	Deleted Campaign	TRAF-udemy-FB-shops-FREE-6-16	3,544 Link Clicks	229,697	403,412	$0.02 Link Click	
VideoViews-supersplit	Inactive Campaign	VideoViews-supersplit	3,491 ThruPlays	19,756	22,548	$0.01 ThruPlay	
CONV-modMBAfree-richC-course	Inactive	CONV-modMBAfree-richC-course	3,041	267,263	498,988	$0.21	

Customize Pivot Table

Search

Breakdowns | Metrics

Custom Breakdowns

+ Create

Level

- Campaign Name
- Ad Set Name
- Ad Name
- Campaign ID
- Ad Set ID
- Ad ID

Time

- Day
- Week
- 2 Weeks

Facebook Ads Reporting

https://business.facebook.com/adsmanager/reporting

Reports > **Untitled Report**
1 Ad Account, 28-day click and 1-day view, USD

Export your Report link.

Had Delivery ✕ | Search and filter

Pivot Table | Group Breakdowns | Customize

Campaign Name	Delivery	Campaign Name	Results ↓	Reach	Impressions	Cost per Result	Quality Ranking
VideoViews-bizSCHOOL	Inactive Campaign	VideoViews-bizSCHOOL	36,784 ThruPlays	158,595	282,591	$0.01 ThruPlay	
VideoViews-Testimonial-Nic	Inactive Campaign	VideoViews-Testimonial-Nic	34,830 ThruPlays	9,044	35,189	$0.002 ThruPlay	
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Customize Pivot Table

Search

Breakdowns | Metrics

Custom Breakdowns

+ Create

Level

- [x] Campaign Name
- [ ] Ad Set Name
- [ ] Ad Name
- [ ] Campaign ID
- [ ] Ad Set ID
- [ ] Ad ID

Time

- [ ] Day
- [ ] Week
- [ ] 2 Weeks

Facebook Ads Reporting

https://business.facebook.com/adsmanager/reporting

Reports > **Untitled Report**
1 Ad Account, 28-day click and 1-day view, USD

You have unsaved changes
Data refreshed less than 1 minute ago

Save

Had Delivery ✕ | Search and filter | Lifetime: Nov 26, 2019 – Oct 21, 2020

Pivot Table | Group Breakdowns | Customize

Select the **Breakdown** columns you want to include in your report.

Campaign Name	Delivery	Campa				Cost per Result
VideoViews-bizSCHOOL	Inactive Campaign	VideoVi				$0.01 ThruPlay
VideoViews-Testimonial-Nic	Inactive Campaign	VideoVi				$0.002 ThruPlay
REACH-modMBAfree-mrktMNGRjob	Inactive Campaign	REACH-modMBAfree-mrktMNGRjob	13,360 Reach	13,360	13,989	$1.44 Reach
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Customize Pivot Table

Search

Breakdowns | Metrics

Custom Breakdowns

+ Create

Level

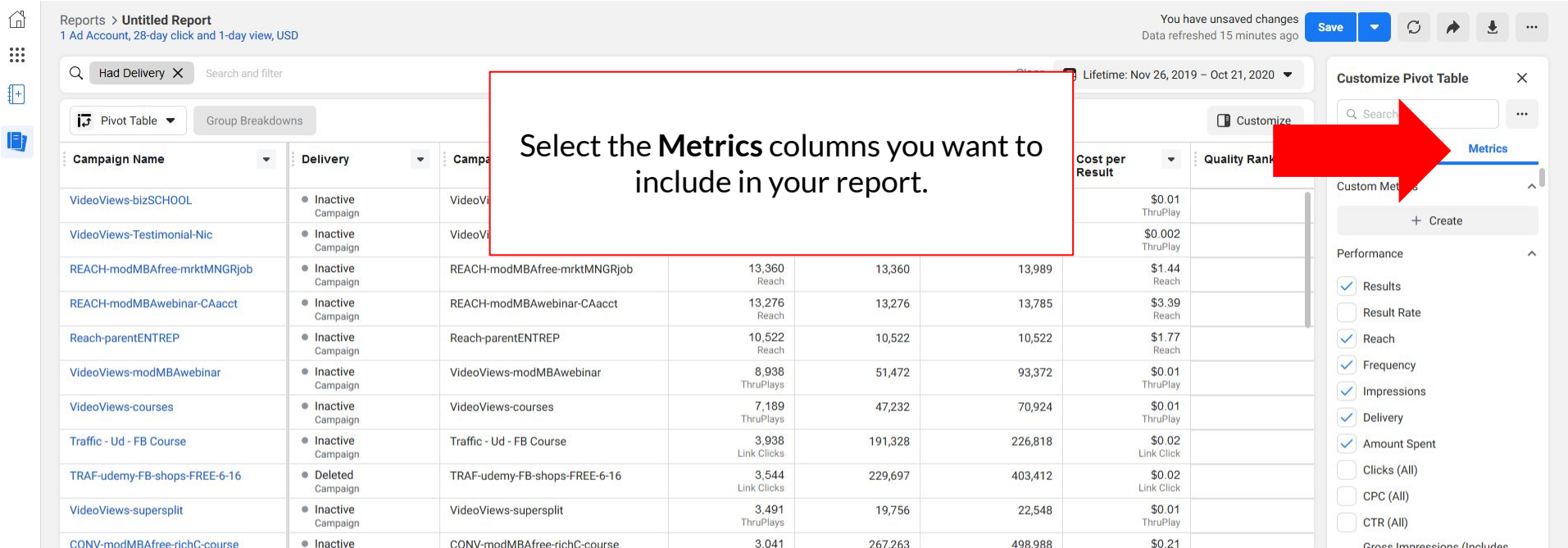
- Campaign Name
- Ad Set Name
- Ad Name
- Campaign ID
- Ad Set ID
- Ad ID

Time

- Day
- Week
- 2 Weeks

Facebook Ads Reporting

https://business.facebook.com/adsmanager/reporting



Select the **Metrics** columns you want to include in your report.

Facebook Ads Reporting

https://business.facebook.com/adsmanager/reporting

Reports > **Untitled Report**
1 Ad Account, 28-day click and 1-day view, USD

You have unsaved changes
Data refreshed 15 minutes ago

Save

Had Delivery ✕ | Search and filter | Lifetime: Nov 26, 2019 – Oct 21, 2020

Pivot Table | Group Breakdowns | Customize

You can also create Custom Breakdowns or Metrics. Just click this "+ Create" button.

Campaign Name	Delivery	Campa				Cost per Result	Quality Ranking
VideoViews-bizSCHOOL	Inactive Campaign	VideoVi				$0.01 ThruPlay	
VideoViews-Testimonial-Nic	Inactive Campaign	VideoVi				$0.002 ThruPlay	
REACH-modMBAfree-mrktMNGRjob	Inactive Campaign	REACH-modMBAfree-mrktMNGRjob	13,360 Reach	13,360	13,989	$1.44 Reach	
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Customize Pivot Table

Search

Breakdowns | Metrics

Custom Metrics

+ Create

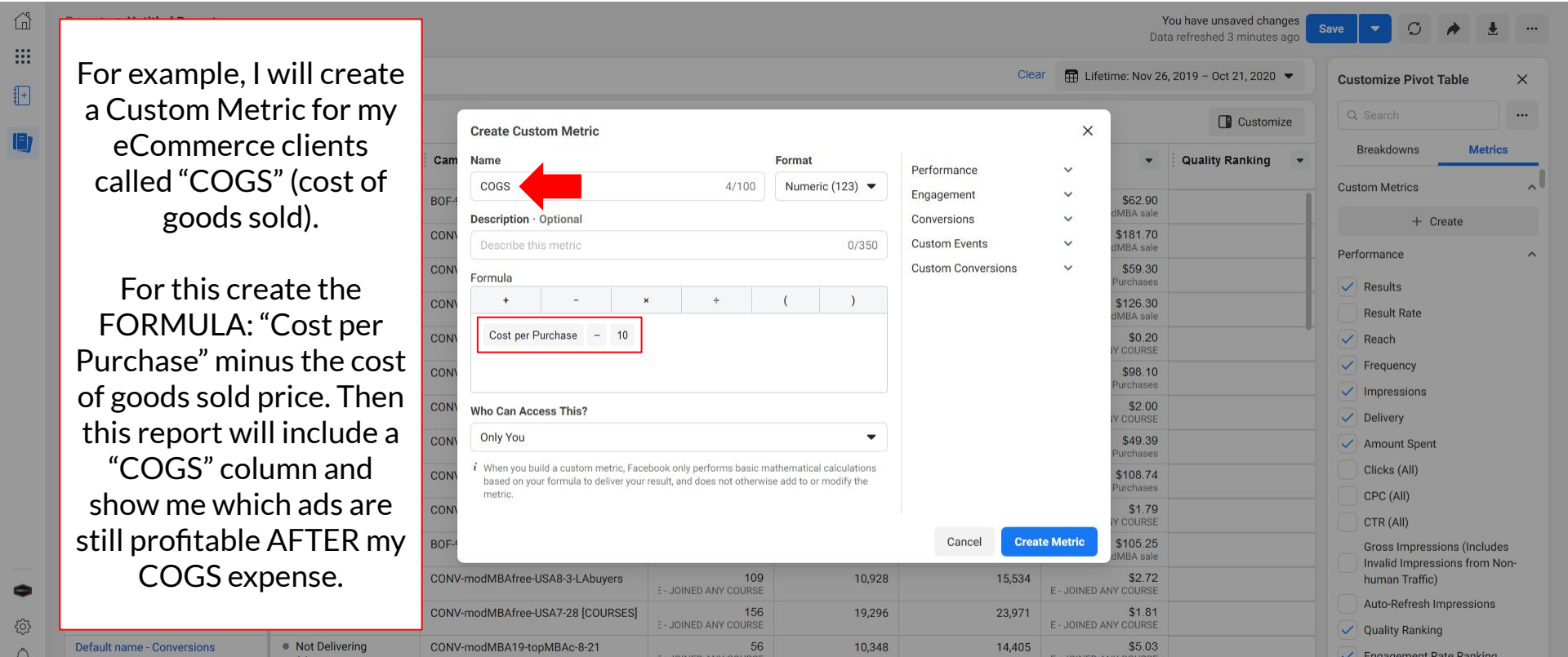
Performance

- [x] Results
- [ ] Result Rate
- [x] Reach
- [x] Frequency
- [x] Impressions
- [x] Delivery
- [x] Amount Spent
- [ ] Clicks (All)
- [ ] CPC (All)
- [ ] CTR (All)
- [ ] Gross Impressions (Includes

Create Custom Metric

For example, I will create a Custom Metric for my eCommerce clients called “COGS” (cost of goods sold).

For this create the FORMULA: “Cost per Purchase” minus the cost of goods sold price. Then this report will include a “COGS” column and show me which ads are still profitable AFTER my COGS expense.



Facebook Ads Reporting

https://business.facebook.com/adsmanager/reporting

Once done building, “Save” your Report.

Reports > **Untitled Report**
1 Ad Account, 28-day click and 1-day view, USD

Save

Had Delivery | Search and filter | Nov 26, 2019 – Oct 21, 2020

Pivot Table | Group Breakdowns | Customize

Campaign Name	Delivery	Campaign Name	Results ↓	Reach	Impressions	Cost per Result	Quality Ranking
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Customize Pivot Table

Search

Breakdowns | Metrics

Custom Breakdowns

+ Create

Level

- Campaign Name
- Ad Set Name
- Ad Name
- Campaign ID
- Ad Set ID
- Ad ID

Time

- Day
- Week
- 2 Weeks

View Saved Reports

Campaigns | Coursenvy.com Ad Account (5... | Updated just now | Discard Drafts | Review and Publish

Search and filter | Lifetime: Nov 26, 2019 – Oct 21, 2020

Campaigns | Ad Sets | Ads

+ Create | Duplicate | Edit | A/B Test | Rules | 1-200 of 284 | View Setup | Columns: Custom | Reports

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent			
TRAF-TOF-MBAalt99-LA-10-19	Active	Lowest cost	$20.00 Daily	73 Link Clicks	3,403	3,836	$0.47 Per Link Click	$34.67			
BOF-99modMBA-10-15 [RT CE]	Active	Lowest cost	$3.00 Daily	– modMBA sale	130	879	– Per modMBA ...	$49.73			
BOF-99modMBA-10-15 [RT modMBA]	Active	Lowest cost	$3.00 Daily	– modMBA sale	–	–	– Per modMBA ...				
BOF-modMBA99-RT7d [EOA wording]	Active	Lowest cost	$3.00 Daily	– modMBA sale	–	–	– Per modMBA ...				
CONV-9modMBAfree-10-8	Off	Lowest cost	$25.00 Daily	– modMBA sale	153	155	– Per modMBA ...	$3.72			
CONV-CEult-pageAdmin-10-7	Off	Lowest cost	$30.00 Daily	– Learn.CE - Ult...	112	140	– Per Learn.CE ...	$4.19			
CONV-CEult-pageAdmin-10-1 (RTlp7days)	Off	Lowest cost	$5.00 Daily	– Learn.CE - Ult...	160	163	– Per Learn.CE ...	$5.52			
TRAF-modMBA99-pageAdmin-9-28	Off	Lowest cost	$30.00 Daily	63 Link Clicks	5,616	8,476	$1.30 Per Link Click	$82.07			
LEAD-parent-math-text	Off	Lowest cost	$10.00 Daily	8 On-Facebook...	1,138	1,488	$3.80 Per On-Faceb...	$30.43			
CONV-modMBA99-pageAdmin-9-24	Off	Lowest cost	$30.00 Daily	– modMBA sale	260	282	– Per modMBA ...	$11.11	Ongoing	1.08	2
CONV-modMBAaccel-pageAdmin-9-23	Off	Lowest cost	$20.00 Daily	– modmba-app...	542	571	– Per modmba-...	$15.53	Ongoing	1.05	14
TRAF-gma-mathWB-9-23	Off	Lowest cost	$10.00	22	1,470	1,578	$0.41	$8.97	Ongoing	1.07	21

Export Table Data...
Create Custom Report...
Share Link...

Recently Viewed Reports

Coursenvy Report

See all saved reports in Ads Reporting (1)

Standard Reports

Ad
Ad Set
Age and Gender
All (25)

Facebook
Events Manager

Facebook Events Manager

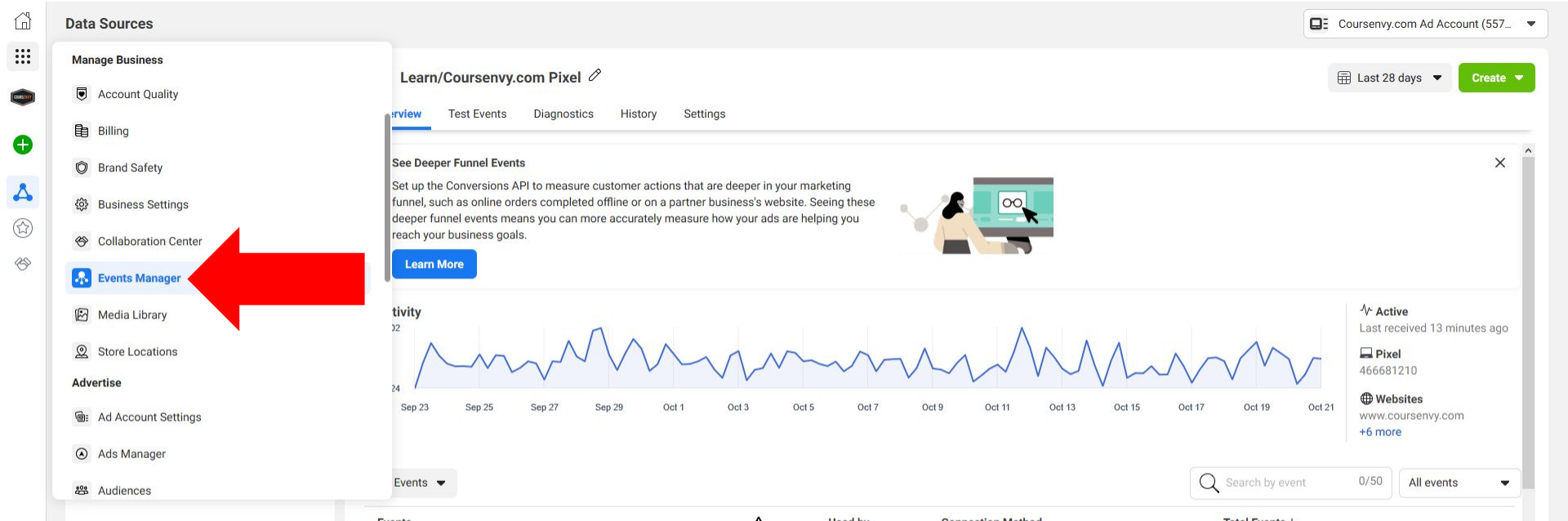
Facebook Events Manager helps you identify all the events happening on your website/app, whether from a Facebook ad or organic traffic.

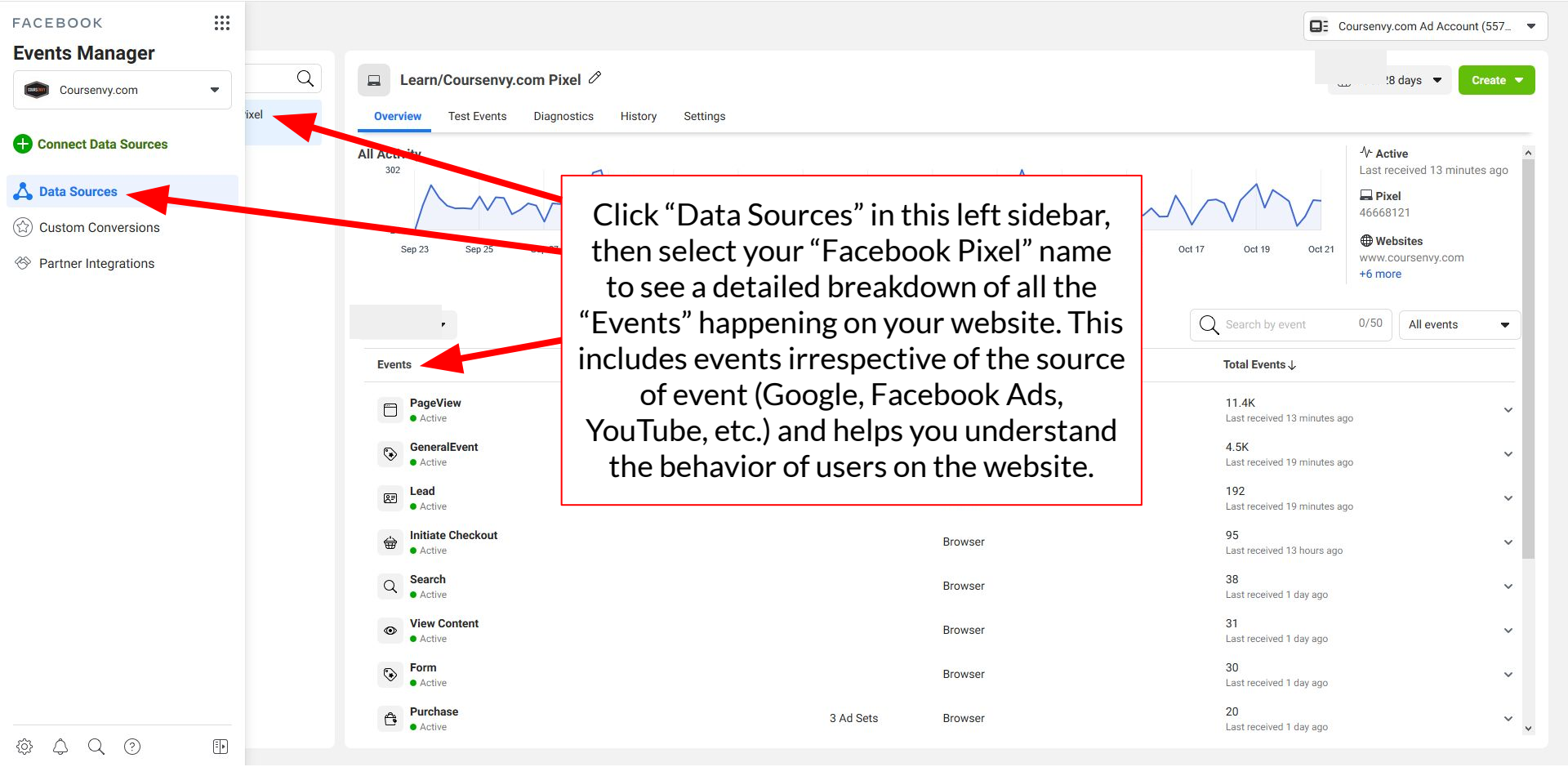
EXAMPLE: If a user finds your website via Google search and adds a product to their cart, your Facebook Pixel will track that event.

The Facebook Pixel counts events regardless of the source of traffic. The Facebook Pixel helps you monitor overall activity and user behavior on your website.

Events Manager → Facebook Pixel

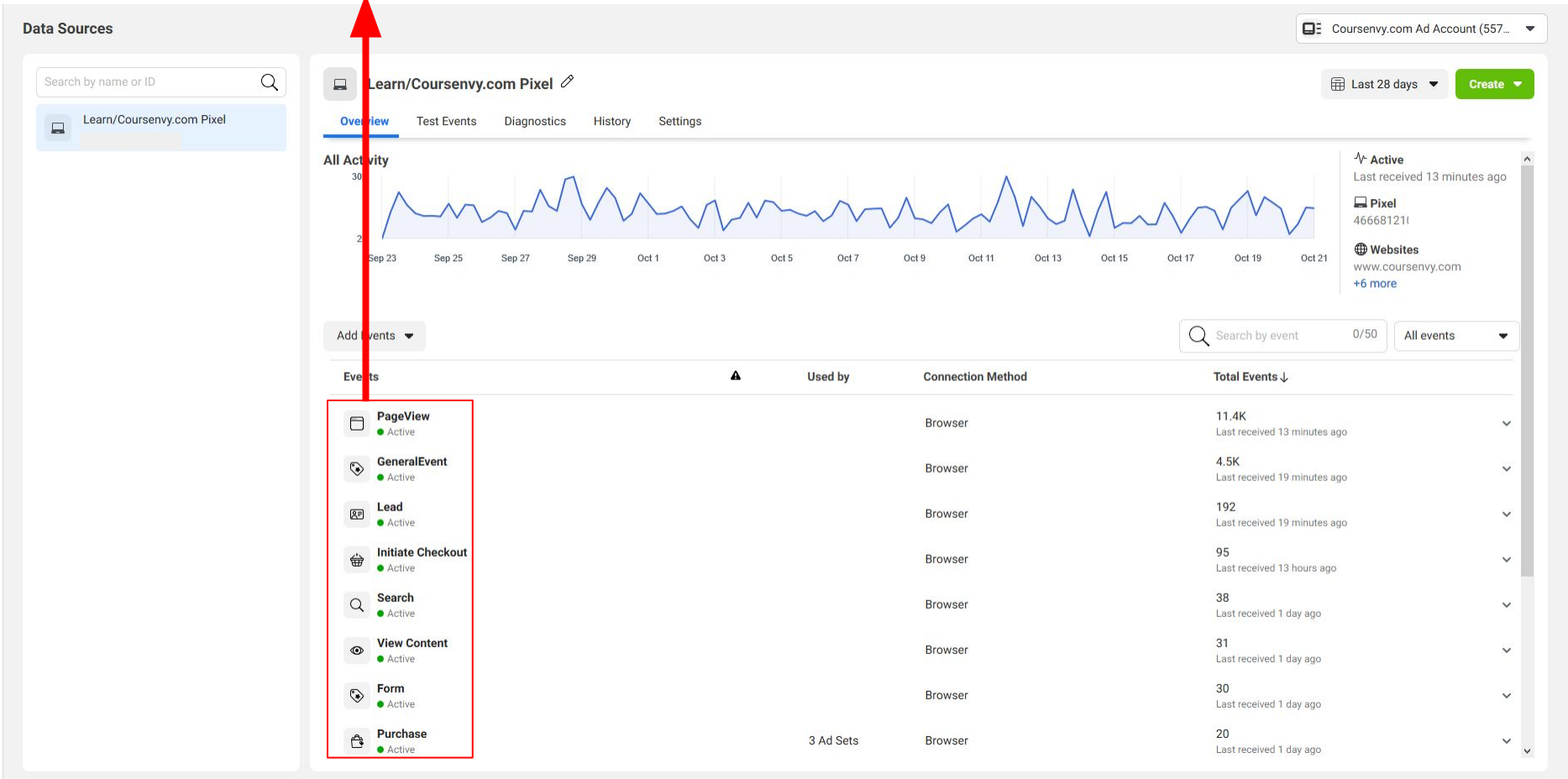
- To access your Facebook Pixel tracking, click the menu in the top left corner, then select the Events Manager option from the menu.





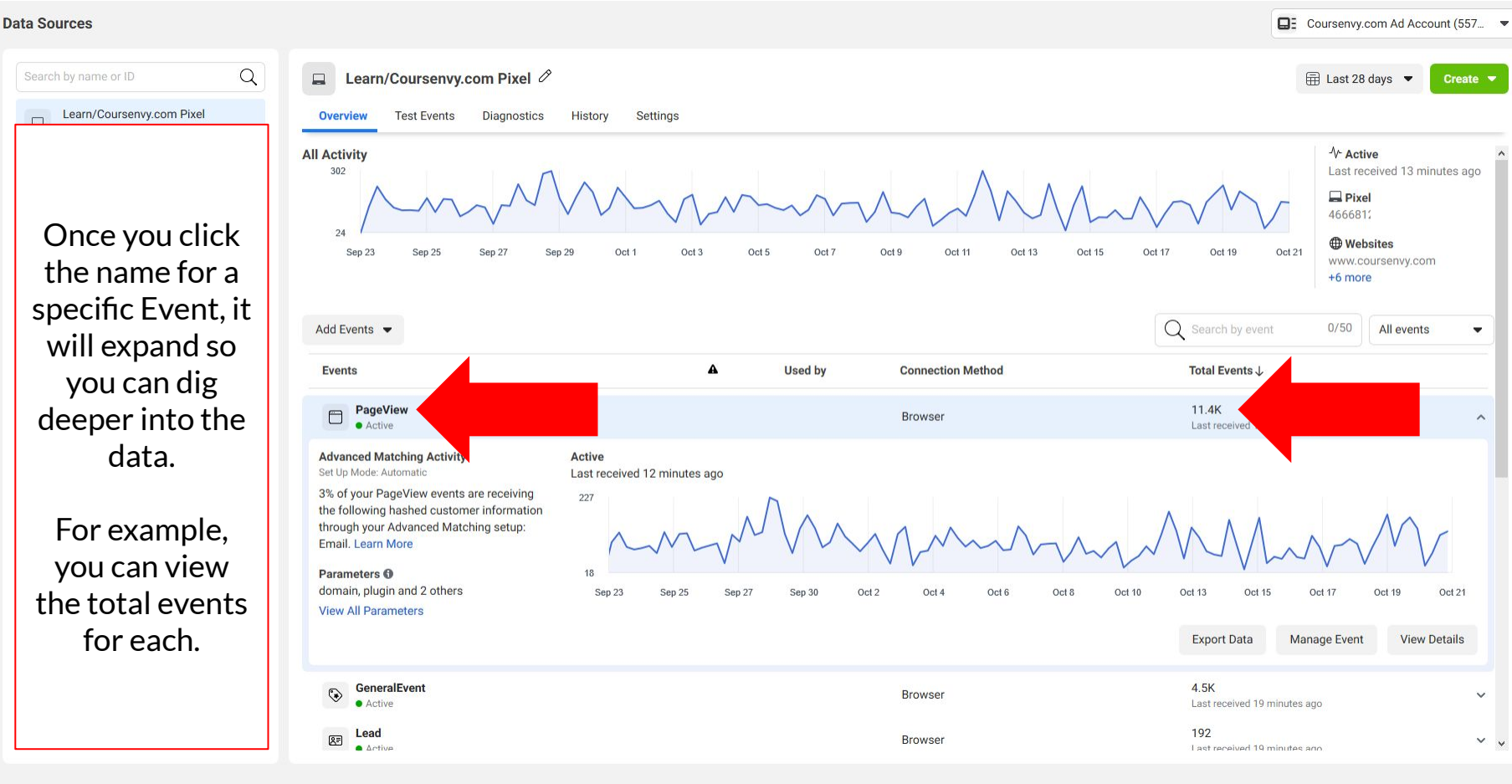
Click “Data Sources” in this left sidebar, then select your “Facebook Pixel” name to see a detailed breakdown of all the “Events” happening on your website. This includes events irrespective of the source of event (Google, Facebook Ads, YouTube, etc.) and helps you understand the behavior of users on the website.

All the Events can be seen here and expanded for a further detailed view.



Once you click the name for a specific Event, it will expand so you can dig deeper into the data.

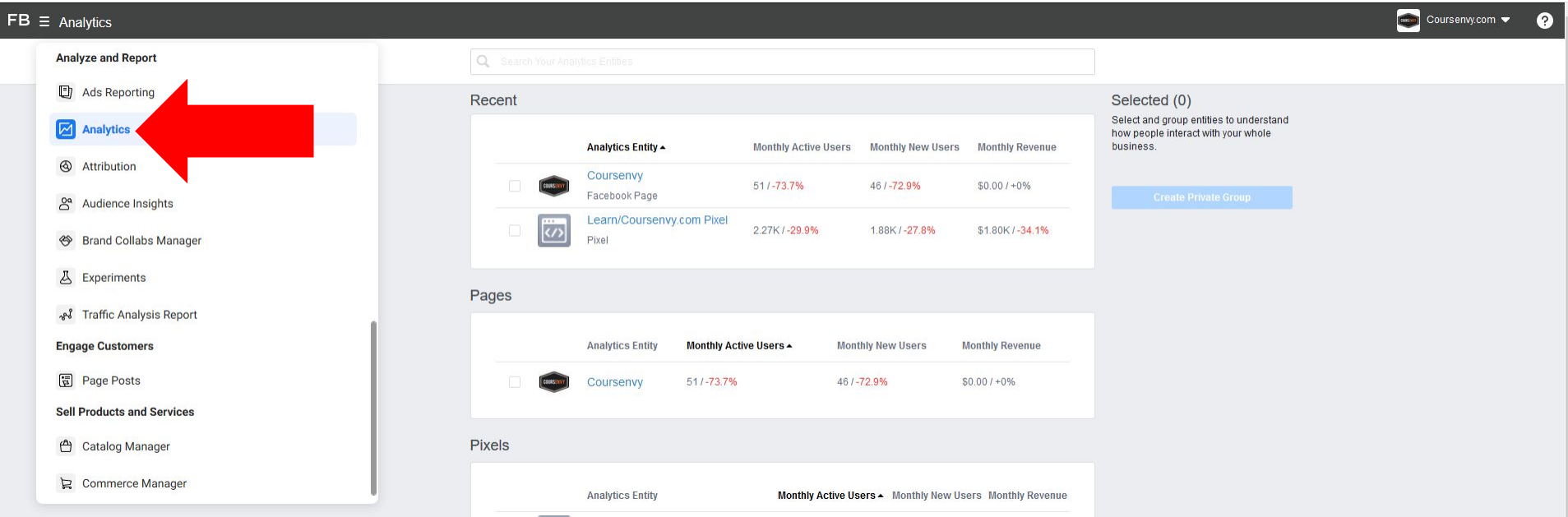
For example, you can view the total events for each.



Facebook Analytics

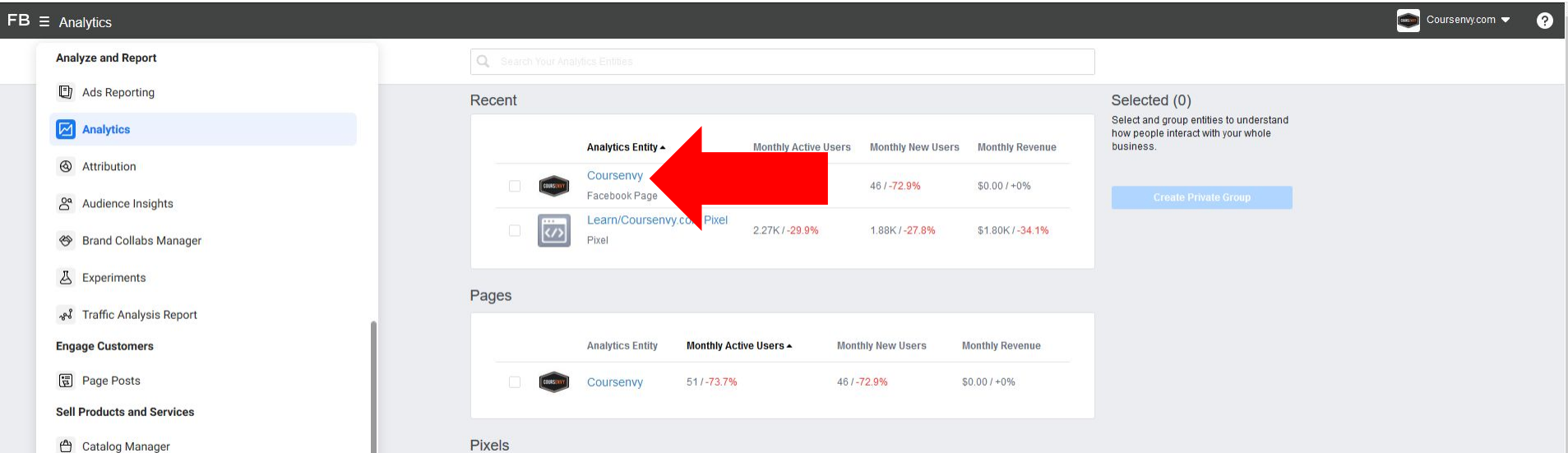
Facebook Analytics

The **Facebook Analytics** tool provides insights to your business and helps you understand your customer's journey across mobile, web, and more.
https://www.facebook.com/analytics



Facebook Analytics

- Facebook Analytics allows your to review insights for Applications, Facebook Pages, and Facebook Pixels.
- Click the name of the Analytics Entity you want to analyze. For example, a Facebook Page.



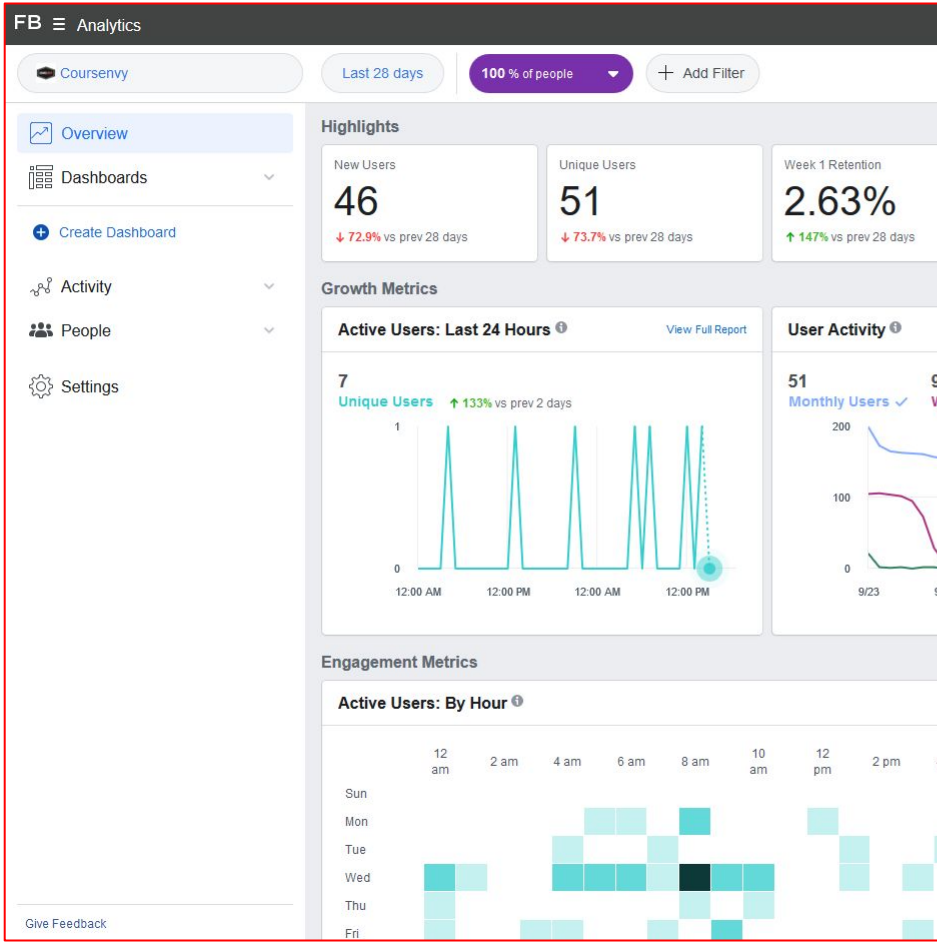
Facebook Analytics

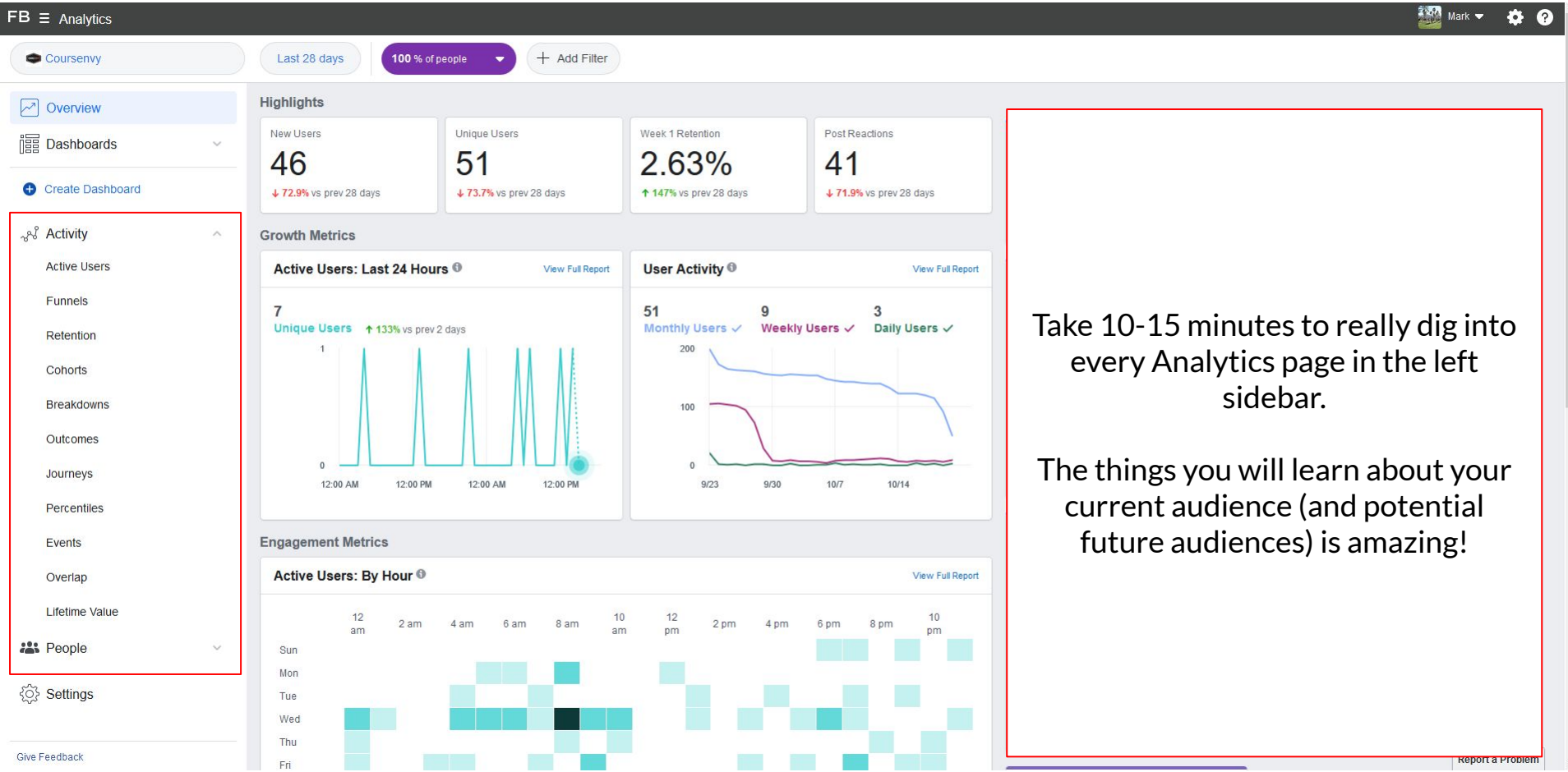
Facebook Analytics truly helps us grow our clients accounts at a faster rate!

We personally use this data to find:

- Best time to post
- Discovered new ad audiences to target
- Use funnels to optimize for conversions
- Build audience segments to create content for specific audiences

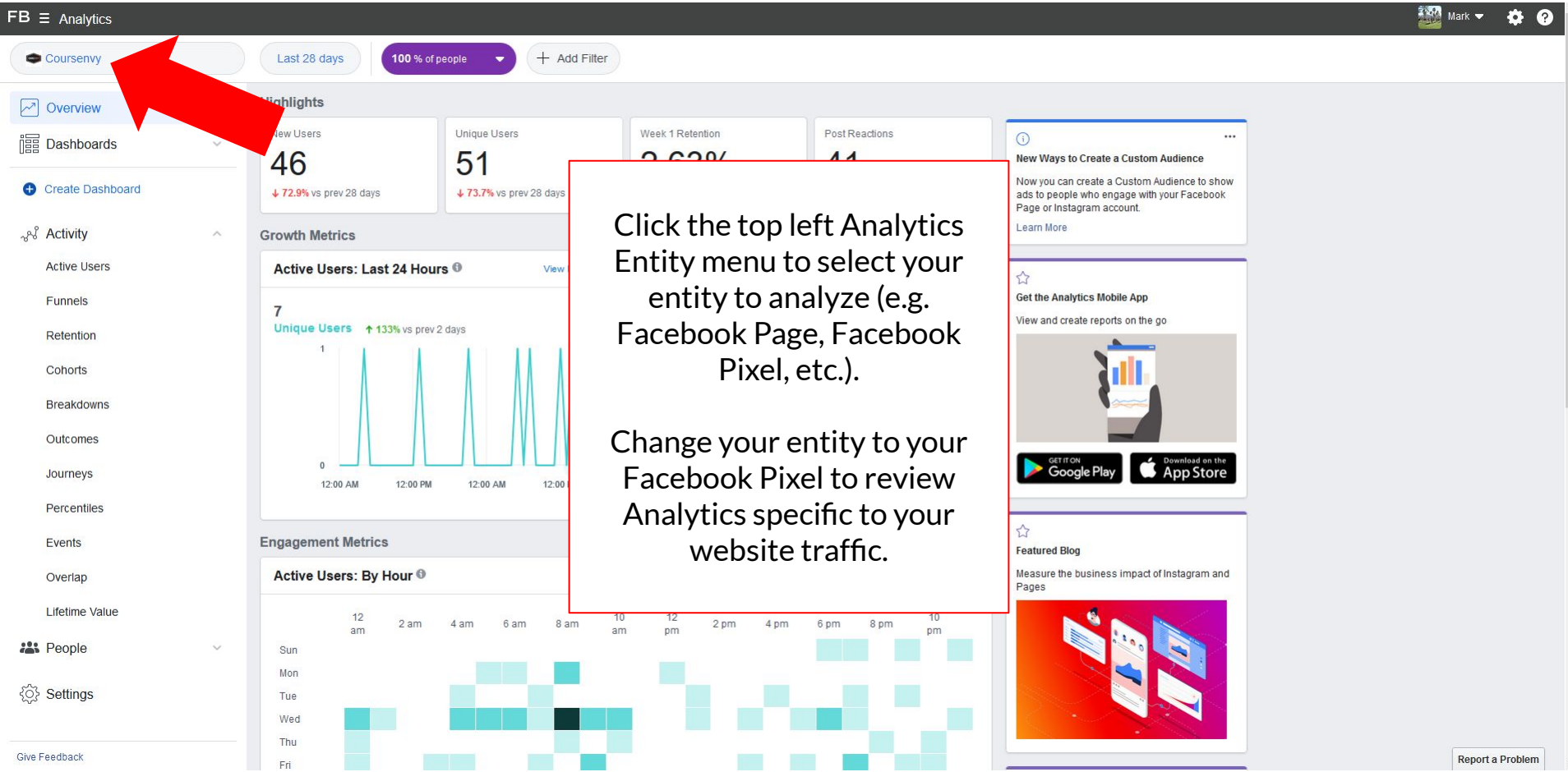
Get more ideas: https://analytics.facebook.com/success-stories





Take 10-15 minutes to really dig into every Analytics page in the left sidebar.

The things you will learn about your current audience (and potential future audiences) is amazing!

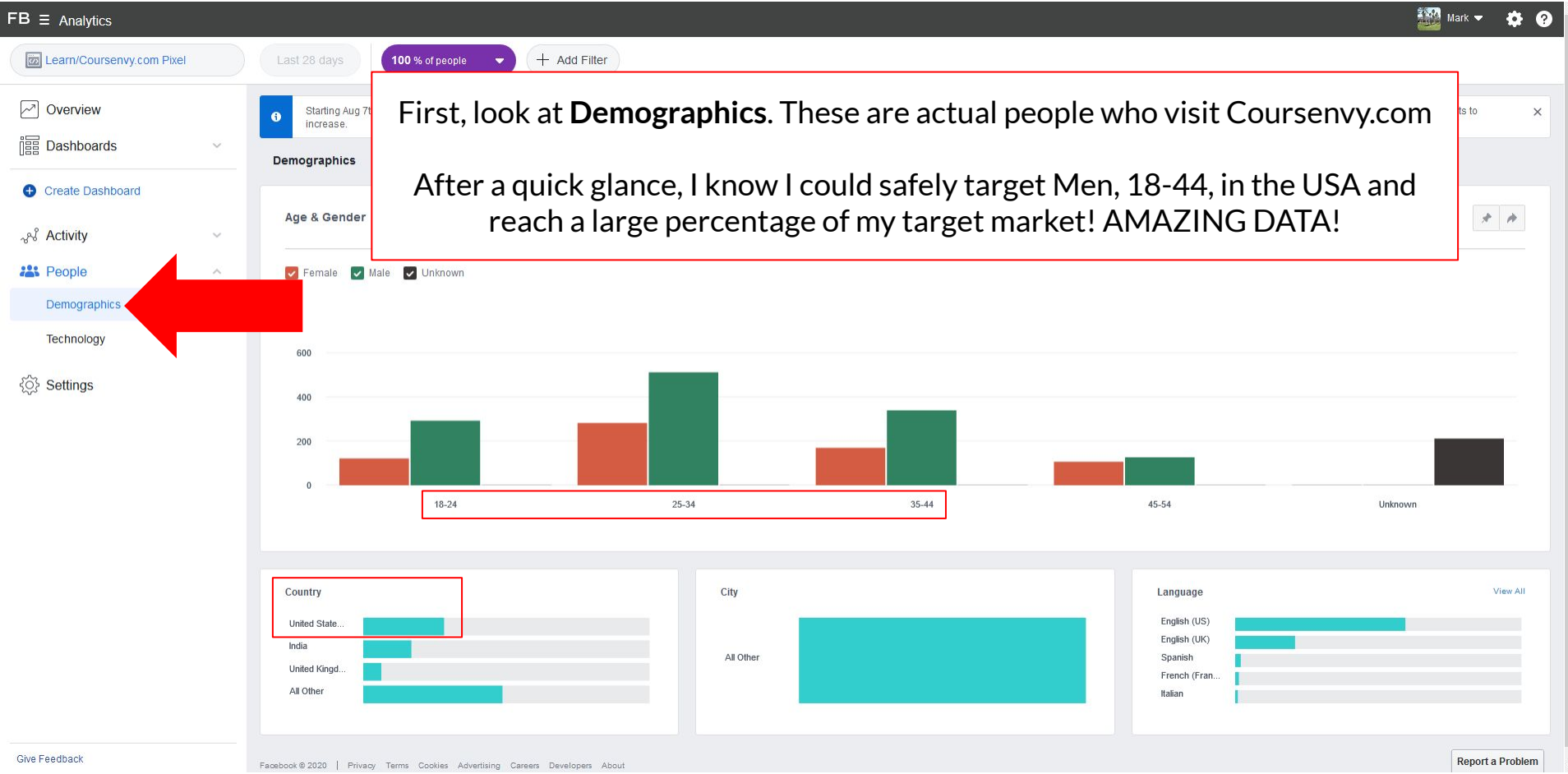


Click the top left Analytics Entity menu to select your entity to analyze (e.g. Facebook Page, Facebook Pixel, etc.).

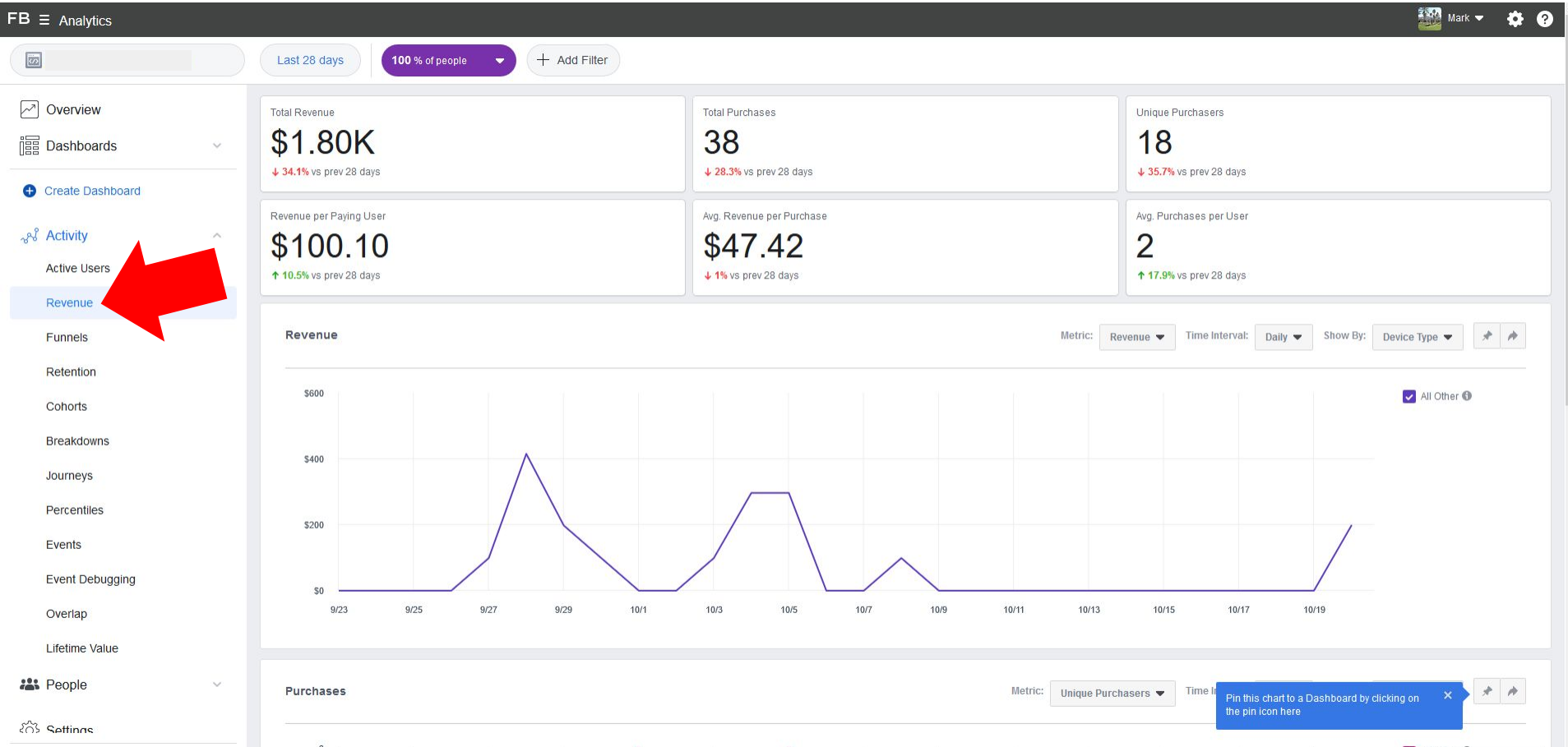
Change your entity to your Facebook Pixel to review Analytics specific to your website traffic.

First, look at **Demographics**. These are actual people who visit Coursenvy.com

After a quick glance, I know I could safely target Men, 18-44, in the USA and reach a large percentage of my target market! AMAZING DATA!



The next important tab I review for my ad agency clients, is the **Revenue Analytics** page. Most clients care about SALES most, so this is a great report to screenshot and include in your monthly reporting to show before and after results from your ads.



FB ≡ Analytics

Mark

Learn/Coursenvy.com Pixel | Last 28 days | 100 % of people | Add Filter

- Overview
- Dashboards
- Create Dashboard
- Activity
  - Active Users
  - Revenue
  - Funnels
  - Retention
  - Cohorts
  - Breakdowns
  - Journeys
  - Percentiles
  - Events
  - Event Debugging
  - Overlap
  - Lifetime Value
- People
- Settings

Give Feedback

Measure conversion for actions

Create a funnel to learn more about the conversion rate and for any specific flow in your app or website.

Create Funnel | Learn More

Funnels

Measure conversions for a sequence of actions.

Create Funnel

Name	Description	Last View

No Funnels Found

Create your first funnel.

Facebook © 2020 | Privacy Terms Cookies Advertising Careers Developers About

Report a Problem

FB ≡ Analytics

Mark

Learn/Coursenvy.com Pixel | Last 28 days | 100 % of people | + Add Filter

- Overview
- Dashboards
- Create Dashboard
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  - Active Users
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  - Funnels
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  - Event Debugging
  - Overlap
  - Lifetime Value
- People
- Settings

Give Feedback

Untitled Funnel

1 . Page Views 2 . Purchases + by Overall completed within Anytime

Save

Predefined Events
- Add to Cart Refine ›
- Content View
- Initiated Checkout
- New User Activity
- Page Views
- Purchases
- Search

0.30% Funnel .4 min

2K

0

0%

7

For the first step in the funnel (or TOP of funnel), I will select the most broad event PAGE VIEWS which tracks all website views.

Next, click the + sign to add the second step of the funnel (e.g. PURCHASE event).

This is only a 2 step funnel as I want to use Facebook Analytics to see my Conversion Rate of how many users make a Purchase.

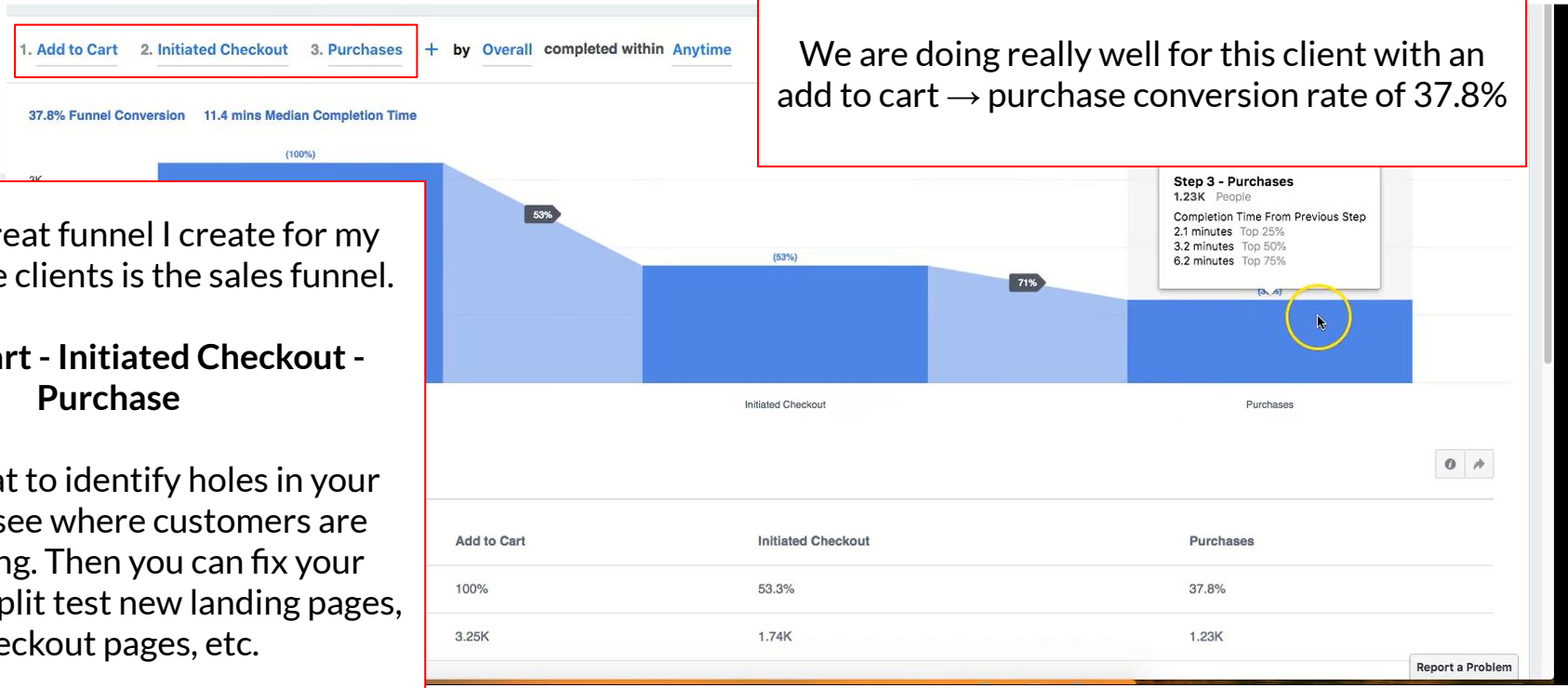
Unique People in Funnel

	Page Views	Purchases
Conversion Rates	100%	0.30%
People	2.37K	7
Events Per Person	4	3

Report a Problem

The average eCommerce visitor → purchase conversion rate is around 2%. While the average eCommerce add to cart → purchase conversion rate is around 10%.

We are doing really well for this client with an add to cart → purchase conversion rate of 37.8%



Another great funnel I create for my eCommerce clients is the sales funnel.

Add to Cart - Initiated Checkout - Purchase

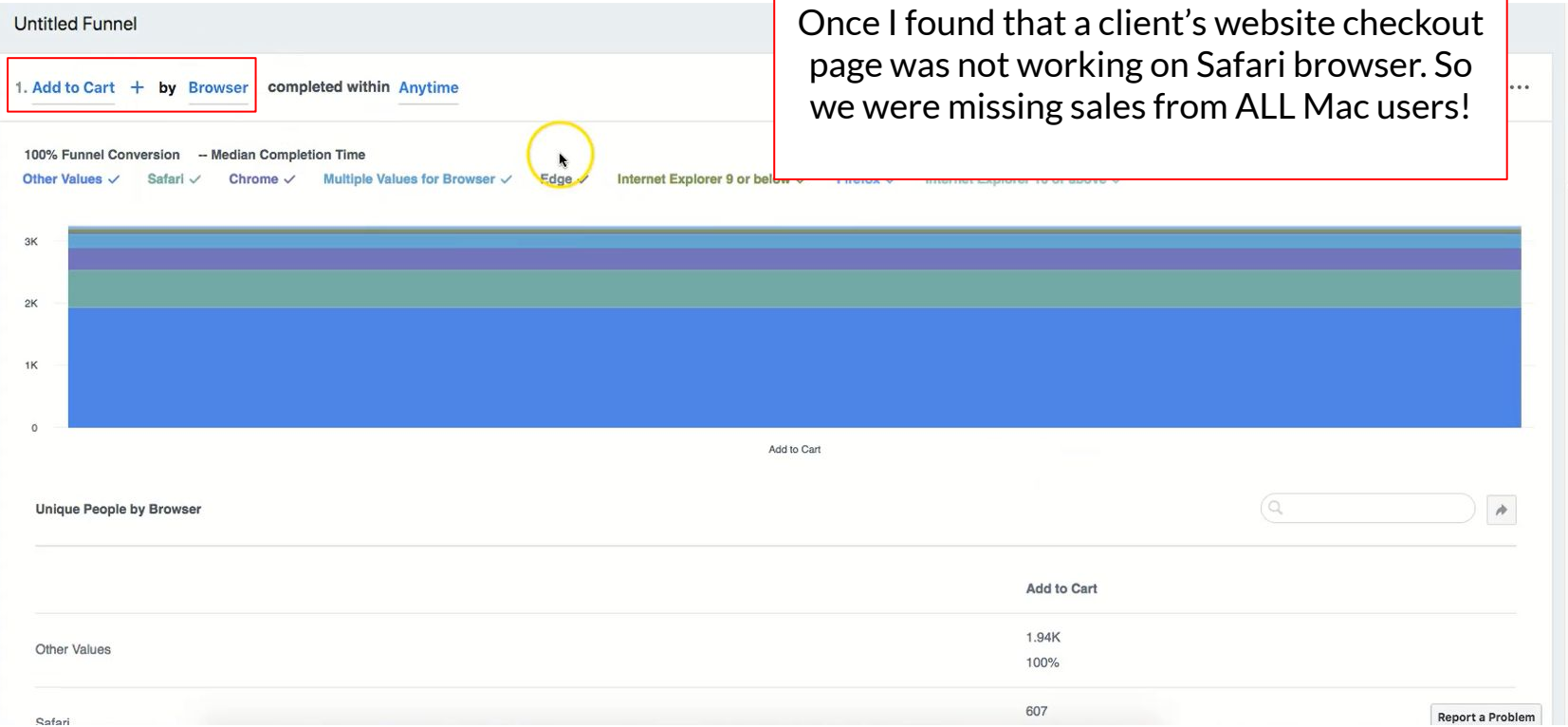
This is great to identify holes in your funnel to see where customers are abandoning. Then you can fix your website or split test new landing pages, checkout pages, etc.

You can discover so much about your audience via Facebook Analytics Funnels.

Such as which **Age** of person had the most **Add to Cart** events. We can then split test targeting just this age in future ads.

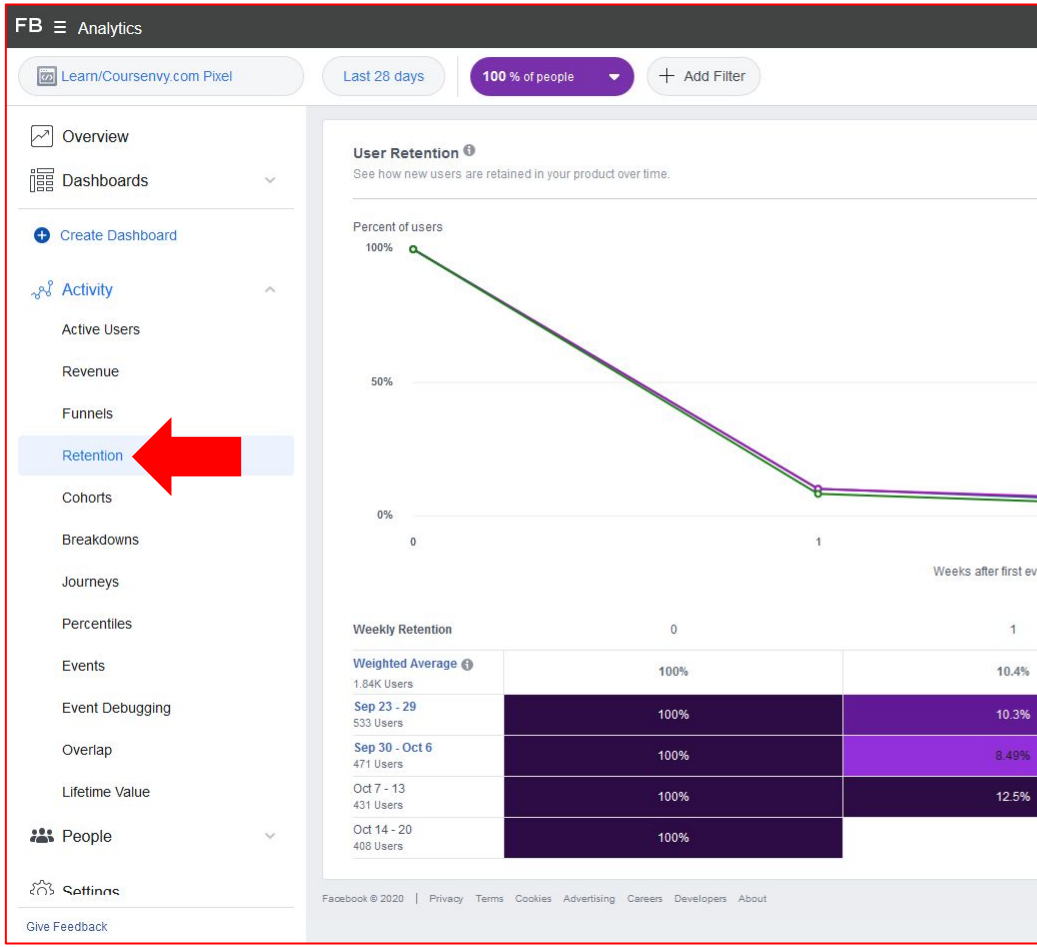
I have also used Funnels to discover issues with websites.

Once I found that a client's website checkout page was not working on Safari browser. So we were missing sales from ALL Mac users!



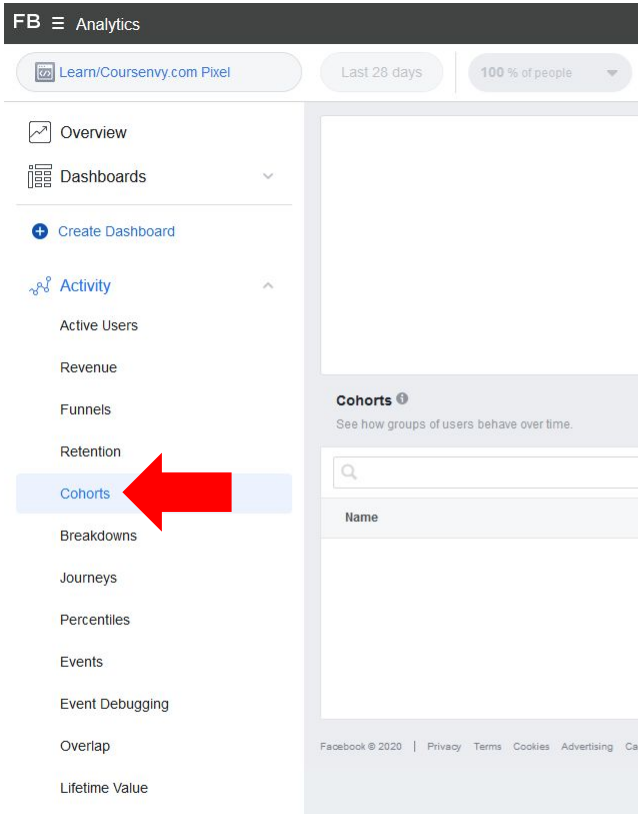
Retention

- Retention shows the percentage of people who return to your website or app. Retention can be viewed in daily, weekly, or monthly intervals.
- This is a great indicator of your content quality and relevancy to your audience!



Cohorts

- This shows the cohorts that have been created for your app or website. Cohorts are groups of people who perform two Events you choose over a given period of time, such as: **Add to Cart** and **Purchase**.
- I use cohorts to understand my client's customer retention and repeat purchase rate.



Breakdowns

- I use Breakdowns to group data by parameters like Events and demographics, which helps me shape my future ad targeting.

FB ≡ Analytics

Mark

Learn/Coursenvy.com Pixel | Last 28 days | 100 % of people | + Add Filter

- Overview
- Dashboards
- Create Dashboard
- Activity
  - Active Users
  - Revenue
  - Funnels
  - Retention
  - Cohorts
  - Breakdowns
  - Journeys
  - Percentiles
  - Events

Your Breakdown Table

Page Views by 1 . Age +

More options are available by clicking here, including exporting and saving.

Save

Age	Count	Count %	Unique Users
25-34	3,411	29.9%	800
35-44	2,878	25.2%	517
18-24	1,874	16.4%	418
Unknown	1,324	11.6%	214
All Other	1,140	9.99%	177
45-54	782	6.85%	238

Events

FB ≡ Analytics

Mark

Learn/Coursenvy.com Pixel | Last 28 days | 100 % of people | Add Filter

- Overview
- Dashboards
- Create Dashboard
- Activity
  - Active Users
  - Revenue
  - Funnels
  - Retention
  - Cohorts
  - Breakdowns
  - Journeys
  - Percentiles
  - Events
  - Event Debugging
  - Overlap
  - Lifetime Value

Events

See actions people take in your product.

Deactivate | Set Up New Events

Event Type	Name	Count	Month / Month	Today's Count	Unique Users	Value	Description
Standard	Page Views	11.4K	- 26%	300	2.27K	0	
Standard	User Activity	11.4K	- 26%	300	2.27K	0	
Custom	Microdata	8.95K	- 28.3%	215			
Custom	GeneralEvent	4.57K	- 22.3%	94			
Standard	Session End	3.83K	- 38.5%	71			
Standard	New User Activity	1.88K	- 27.8%	66			
Standard	Lead	196	- 20%	3			
Standard	Initiated Checkout	100	- 37.1%	1			
Standard	Search	42	- 35.4%	0	24	0	
Standard	Content View	31	- 76.9%	0	19	0	
Custom	Form	31	- 13.9%	0	22	0	
Standard	Purchases	20	- 33.3%	0	7	$1.80K	

If I want to get more information about Events, I will click **Events** in the left sidebar, then select that Event, for example **Lead**.

FB ≡ Analytics

Mark

Learn/Coursenvy.com Pixel | Last 90 days | 100 % of people | Add Filter

- Overview
- Dashboards
- Create Dashboard
- Activity
  - Active Users
  - Revenue
  - Funnels
  - Retention
  - Cohorts
  - Breakdowns
  - Journeys
  - Percentiles
  - Events
  - Event Debugging
  - Overlap
  - Lifetime Value
- People
- Settings

Give Feedback

Events: Lead | Edit

Unique Users	Events	Avg. per User
678	971	1

Lead

Metric: Unique Users | Time Interval: Daily | Show By: Overall

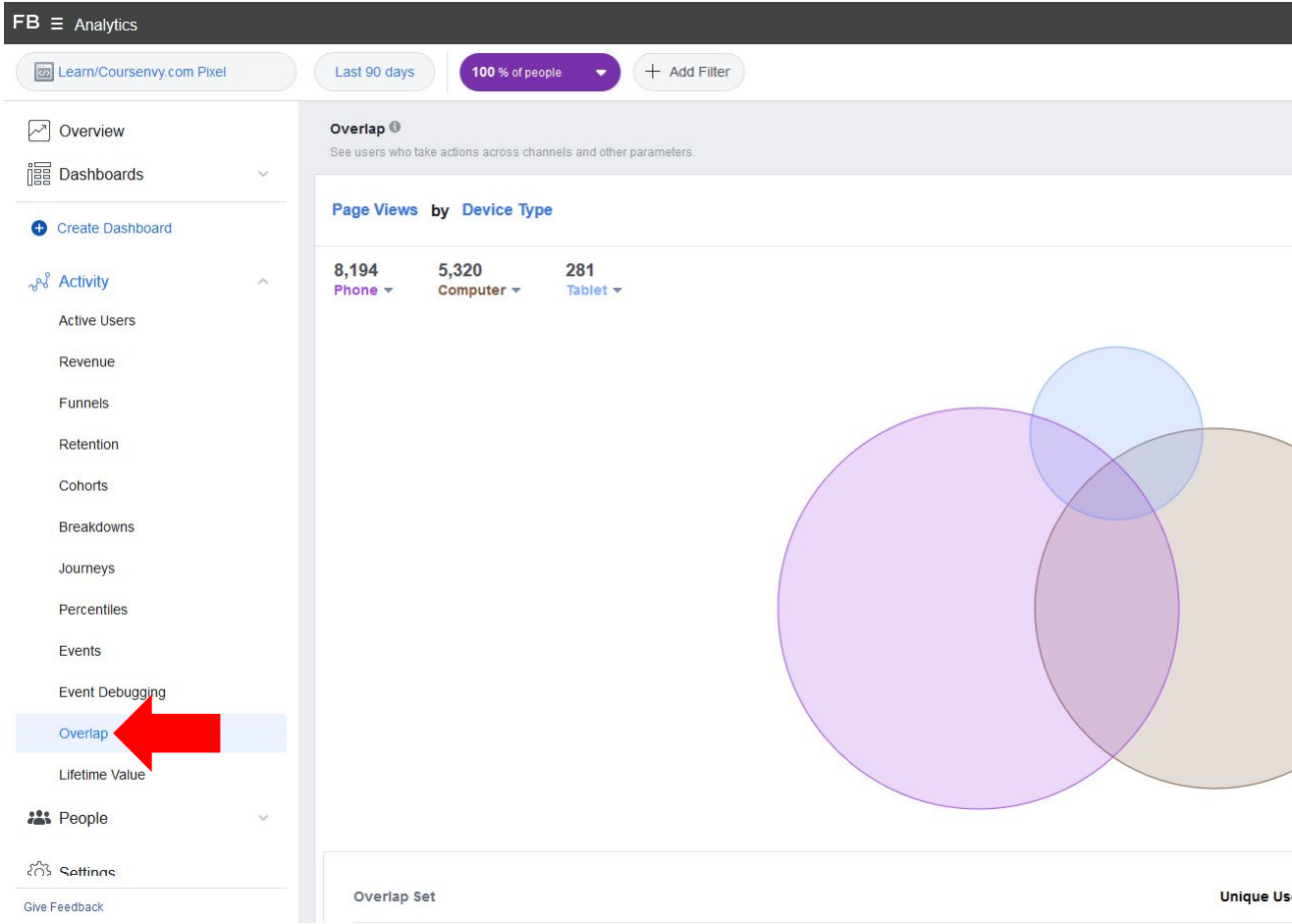
I will use this data to help me optimize future targeting for Lead ad campaigns.

Age & Gender

Report a Problem

Overlap

- See how many people interact with your business on more than one channel or parameter.



Lifetime Value

Use **Lifetime Value** to see how much revenue was generated over time from a user. Once I see this number stop increasing, I know my optimal Custom Audience age to retarget (i.e. 6 weeks for this example or ~40 days.

Weekly Lifetime Value	0	1	2	3	4	5	6	7	8	9	10	11	12
Weighted Average 12.1K Users	$0.59	$0.65	$0.72	$0.71	$0.67	$0.72	$0.78	$0.82	$0.75	$0.80	$0.79	$0.87	$1.34
Jul 23 - 28 2.81K Users	$0.91	$1.09	$1.19	$1.19	$1.19	$1.27	$1.34	$1.34	$1.34	$1.34	$1.34	$1.34	$1.34
Jul 29 - Aug 4 1.75K Users	$0.11	$0.11	$0.11	$0.11	$0.11	$0.11	$0.11	$0.11	$0.11	$0.11	$0.11	$0.11	
Aug 5 - 11 1.09K Users	$0.45	$0.45	$0.45	$0.45	$0.45	$0.45	$0.45	$0.45	$0.45	$0.45	$0.45		
Aug 12 - 18 1.07K Users	$0.46	$0.46	$0.64	$0.64	$0.64	$0.64	$0.85	$0.85	$0.85	$0.85			
Aug 19 - 25 1.10K Users	$0.45	$0.45	$0.45	$0.45	$0.45	$0.45	$0.45	$0.45	$0.45				

Facebook Attribution

https://www.facebook.com/business/measurement/attribution

facebook business | Get Started | Learn | Insights | Resources | News | Support | Create an Ad

Facebook Attribution is an advertising measurement tool designed to give you a more complete picture of your customer journey and understand which of your ads are driving action.

https://www.facebook.com/business/measurement/attribution

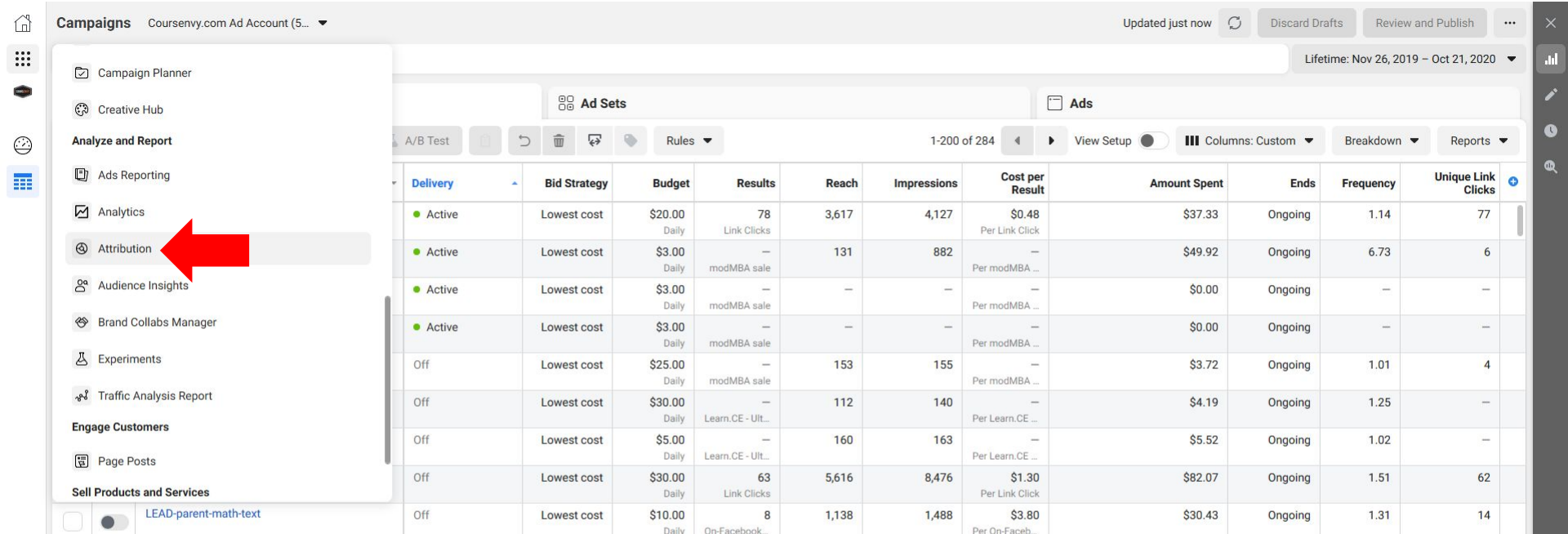
Facebook Attribution

See more of your purchase path with better ad measurement.

Get Started with Facebook Attribution

Facebook Attribution

Get started with Facebook Attribution: https://www.facebook.com/business/help/176969939431761



FACEBOOK

Attribution

Coursenvy.com

- Performance
- Custom Reports
- Conversion Paths
- Settings

Perform

Website Purchases

ays: Sep 21, 2020 – Oct 20, 2020

Coursenvy.com (721212182044693)

On
tim

PM PDT, we experienced a system issue that impacted reporting in Attribution. This issue has since been resolved. However, metrics during this
e did not impact delivery, billing, or reporting in Ads Manager

Choose What to Measure

Attribution uses the conversions you've already set up in your pixel or app so you can measure the events you care about.

You can change this any time to explore different results.

1/5

Back

Next

All

Last Touch
28-day click and visit, 1-day impression

22 **Website Purchases** in the last thirty days from all sources.

32% Paid
7 Conversions 1,024 Visits 37 Sources
View report

9% Organic
2 Conversions 1,434 Visits 9 Sources
View report

59% Direct
13 Conversions 2,061 Visits

Conversions
22 – 38.89%

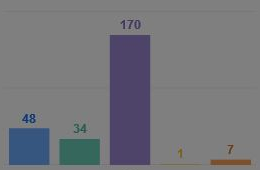
Visits
4,519 – 25.60%

Sources
46

Top Sources

Conversions

Visits



Top Sources

- **Google**
  Paid
- **coursenvy (Organic)**
  Organic
- **Facebook**
  Paid
- **conv-99modmba-courses-usa7-15**
  Paid
- **Audience Network**

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FACEBOOK

Attribution

Coursenvy.com

- Performance
- Custom Reports
- Conversion Paths
- Settings

Performance

Last 30 days: Sep 21, 2020 – Oct 20, 2020

om (721212182044693)

On Septembe
time period m

n issue that impacted reporting in Attribution. This issue has since been resolved. However, metrics during this
r reporting in Ads Manager

All channels

Last Touch
28-day click and visit, 1-day impression

es in the last thirty days from all sources.

Reporting Period

Select a Reporting Period

Your reporting includes the conversions that happened during this time period.

2/5

Back

Next

32% Paid

7 Conversions 1,024 Visits 37 Sources

View report

9% Organic

2 Conversions 1,434 Visits 9 Sources

View report

59% Direct

13 Conversions 2,061 Visits

Conversions
22 –38.89%

Visits
4,519 –25.60%

Sources
46

Top Sources

Conversions

5 2 2 0 0

Visits

48 34 170 1 7

Top Sources

- Google
  Paid
- coursenvy (Organic)
  Organic
- Facebook
  Paid
- conv-99modmba-courses-usa7-15
  Paid
- Audience Network

FACEBOOK

Attribution

Coursenvy.com

- Performance
- Custom Reports
- Conversion Paths
- Settings

Performance

Website Purchases | Last 30 days: Sep 21, 2020 – Oct 20, 2020 | Coursenvy.com (721212182044693)

On September 23, 2020, between 5:30 PM PDT and 7:00 PM PDT, we experienced a system issue that impacted reporting in Attribution. This issue has since been resolved. However, metrics during this time period may appear different than expected. This issue did not impact delivery, billing, or reporting in Ads Manager

All channels | Facebook

There were a total of 22 **Website Purchases** in the last thirty days from all sour

View data sources

32% Paid
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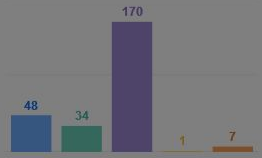
Sources 46

Top Sources

Conversions

Visits



Top Sources

- **Google** Paid
- **coursenvy (Organic)** Organic
- **Facebook** Paid
- **conv-99modmba-courses-usa7-15** Paid
- **Audience Network**

Last Touch
28-day click and visit, 1-day impression

Attribution Window **Reporting Period**

Explore Different Attribution Models and Windows

The model and window you select will determine which clicks, impressions and visits are counted in your reporting and how much credit they receive for a conversion.

You can change this at any time to focus on different parts of your marketing funnel.

3/5 Back **Next**

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Attribution

Coursenvy.com

- Performance
- Custom Reports
- Conversion Paths
- Settings

Performance

Website Purchases | Last 30 days: Sep 21, 2020 – Oct 20, 2020 | Coursenvy.com (721212182044693)

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All channels | Facebook

There were a total of 22 **Website Purchases** in the last thirty days from

View data sources

32% Paid
7 Conversions 1,024 Visits 37 Sources
View report

9% Organic
2 Conversions 1,434 Visits 9 Sources
View report

See Reporting for Sources On and Off Facebook

If you've added a Facebook pixel to your line of business, Attribution receives data about website visits from the referring URLs of your ad campaigns. This includes campaigns you may be running off of Facebook or Facebook-owned properties. Depending on the UTM parameters of these URLs, the conversions resulting from these visits are categorized as paid, organic or direct.

4/5 Back Next

Conversions 22 – 38.89%

Visits 4,519 – 25.60%

Sources 46

Top Sources

Conversions: 5, 2, 2, 0, 0

Visits: 48, 34, 170, 1, 7

Top Sources
- Google — Paid
- coursenvy (Organic) — Organic
- Facebook — Paid
- conv-99modmba-courses-usa7-15 — Paid
- Audience Network

FACEBOOK

Attribution

Coursenvy.com

- Performance
- Custom Reports
- Conversion Paths
- Settings

Performance

Website Purchases

Coursenvy.com (721212182044693)

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All channels | Facebook

Last Touch
28-day click and visit, 1-day impression

There were a total of 22 **Website Purchases** in ... s.

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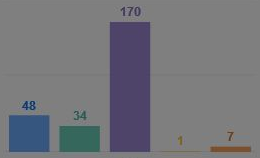
Sources
46

Top Sources

Conversions

Visits



Top Sources

- **Google**
  Paid
- **coursenvy (Organic)**
  Organic
- **Facebook**
  Paid
- **conv-99modmba-courses-usa7-15**
  Paid
- **Audience Network**

Select a Line of Business

The reporting you see in Attribution is specific to this line of business. See your different lines of business and switch between them.

You can also create a new line of business at any time.

5/5 Back Next

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Attribution

Coursenvy.com

- Performance
- Custom Reports
- Conversion Paths
- Settings

Now you can review data for any event you want.

EXAMPLE: The source "Google → Paid Ads" resulted in 5 "Website Purchase" conversion events.

Performance

Website Purchases | Last 30 days: Sep 21, 2020 – Oct 20, 2020 | Coursenvy.com (721212182044693)

All channels | Facebook

Last Touch
28-day click and visit, 1-day impression

There were a total of 22 **Website Purchases** in the last thirty days from all sources.

View data sources

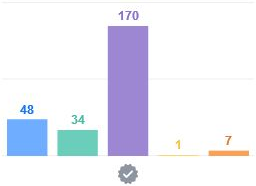
32% Paid	9% Organic	59% Direct
7 Conversions 1,024 Visits 37 Sources	2 Conversions 1,434 Visits 9 Sources	13 Conversions 2,061 Visits
View report	View report	

Conversions	Visits	Sources
22 –38.89%	4,519 –25.60%	46

Top Sources

Conversions

Visits



Top Sources

- **Google** Paid
- **coursenvy (Organic)** Organic
- **Facebook** Paid
- **conv-99modmba-courses-usa7-15** Paid
- **Audience Network** Paid

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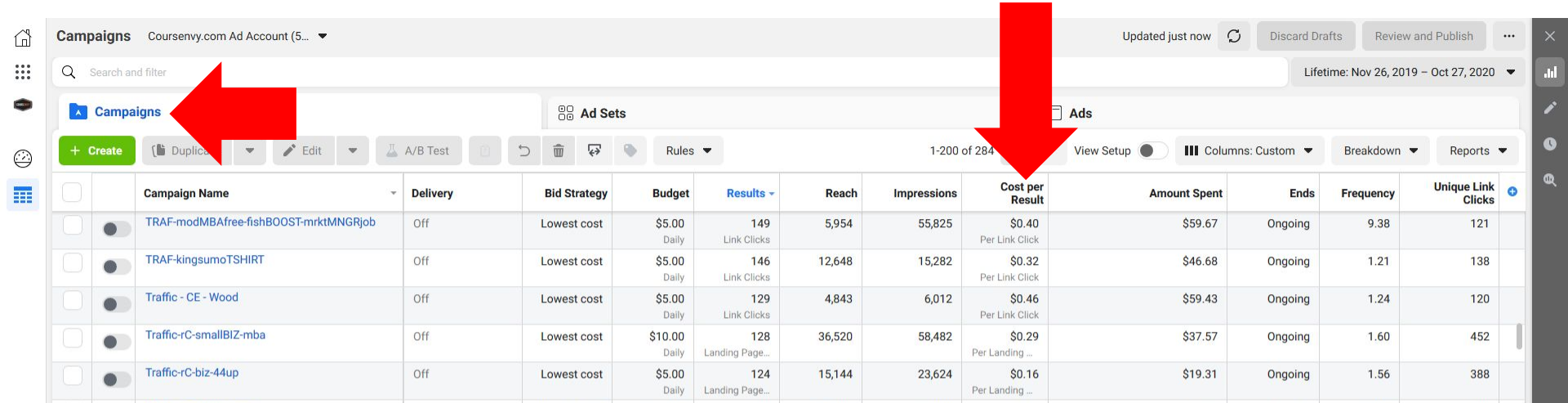
Facebook Tracking + Reporting Conversion Example

EXAMPLE: Tracking Conversions

A common question I get is “How do I see the number of people converting on my website after clicking on my ad?

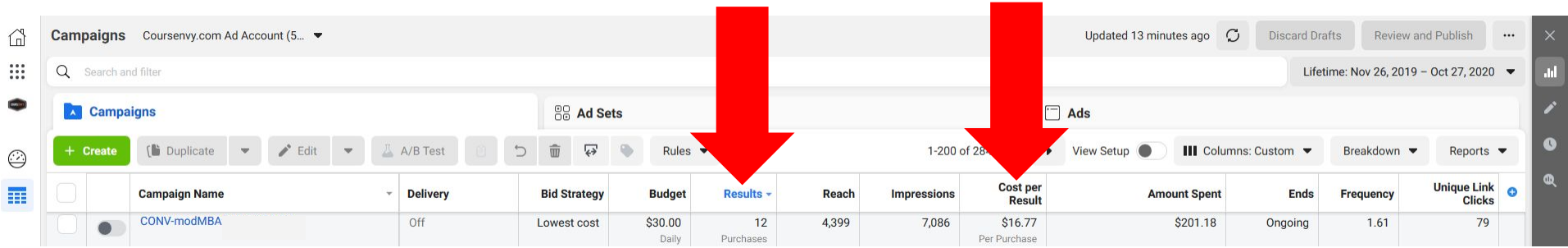
- Tracking **Conversions** from your ad can be viewed right in your Ads Manager via the **Cost Per Result** column on the **Campaigns** tab.



Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
TRAF-modMBAfree-fishBOOST-mrktMNGRjob	Off	Lowest cost	$5.00 Daily	149 Link Clicks	5,954	55,825	$0.40 Per Link Click	$59.67	Ongoing	9.38	121
TRAF-kingsumoTSHIRT	Off	Lowest cost	$5.00 Daily	146 Link Clicks	12,648	15,282	$0.32 Per Link Click	$46.68	Ongoing	1.21	138
Traffic - CE - Wood	Off	Lowest cost	$5.00 Daily	129 Link Clicks	4,843	6,012	$0.46 Per Link Click	$59.43	Ongoing	1.24	120
Traffic-rC-smallBIZ-mba	Off	Lowest cost	$10.00 Daily	128 Landing Page...	36,520	58,482	$0.29 Per Landing ...	$37.57	Ongoing	1.60	452
Traffic-rC-biz-44up	Off	Lowest cost	$5.00 Daily	124 Landing Page...	15,144	23,624	$0.16 Per Landing ...	$19.31	Ongoing	1.56	388

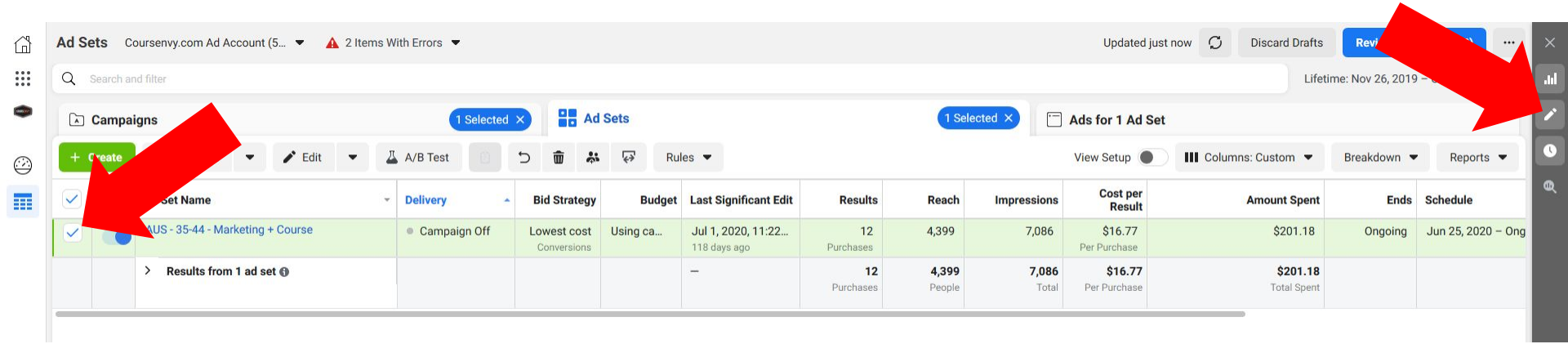
EXAMPLE: Tracking Conversions

When you create a Conversion objective campaign (and select the Conversion Event for that specific campaign at the Ad Set level), the Cost Per Result is a default metric that appears in your Ads Manager ad reporting and is the total Conversion Events tracked from your campaign. These Conversion Events can include **Standard Events** and **Custom Conversions**, like this Standard Event example "per Purchase"



EXAMPLE: Tracking Conversions

1. Select the checkbox next to the Conversion campaign
2. Click the edit pencil icon in the right sidebar



In the edit page we can view the 3 LEVELS of our ad campaign.

-OBJECTIVE
-AD SET
-AD

Search

CONV-modMBAfree-6-25-AUS

AUS - 35-44 - Marketing + Course

Default name - Conversions

CONV-modMBAfree-6-25-AUS > AUS - 35-44 - Marketing + Course > 1 Ad

Campaign Off

Edit | Review

Ad Set Name — Create Name Template

AUS - 35-44 - Marketing + Course

Conversion

Conversion Event Location

- Website
- App
- Messenger
  Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.
- WhatsApp
  Send people from ads into WhatsApp conversations with your business, then track conversion events, such as website visits and app activity.

Pixel

Learn/Coursenvy.com Pixel
Pixel ID: 466681210923458

Conversion Event

Purchase

Dynamic Creative — On

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. Learn More

Budget & Schedule

Start Date

Audience Definition

Specific — Broad

Audience definition is unavailable.

Potential Reach: Unavailable

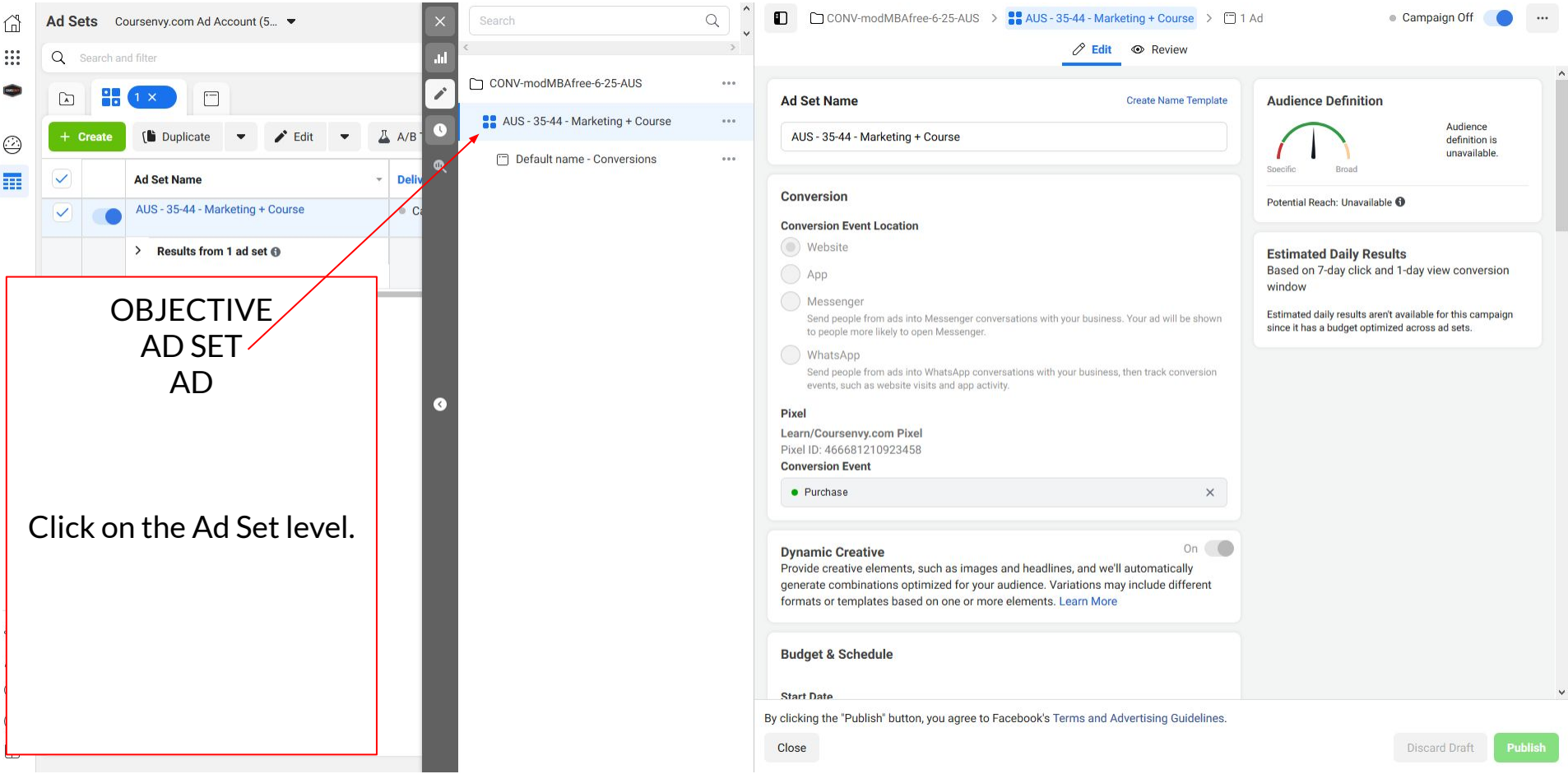
Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

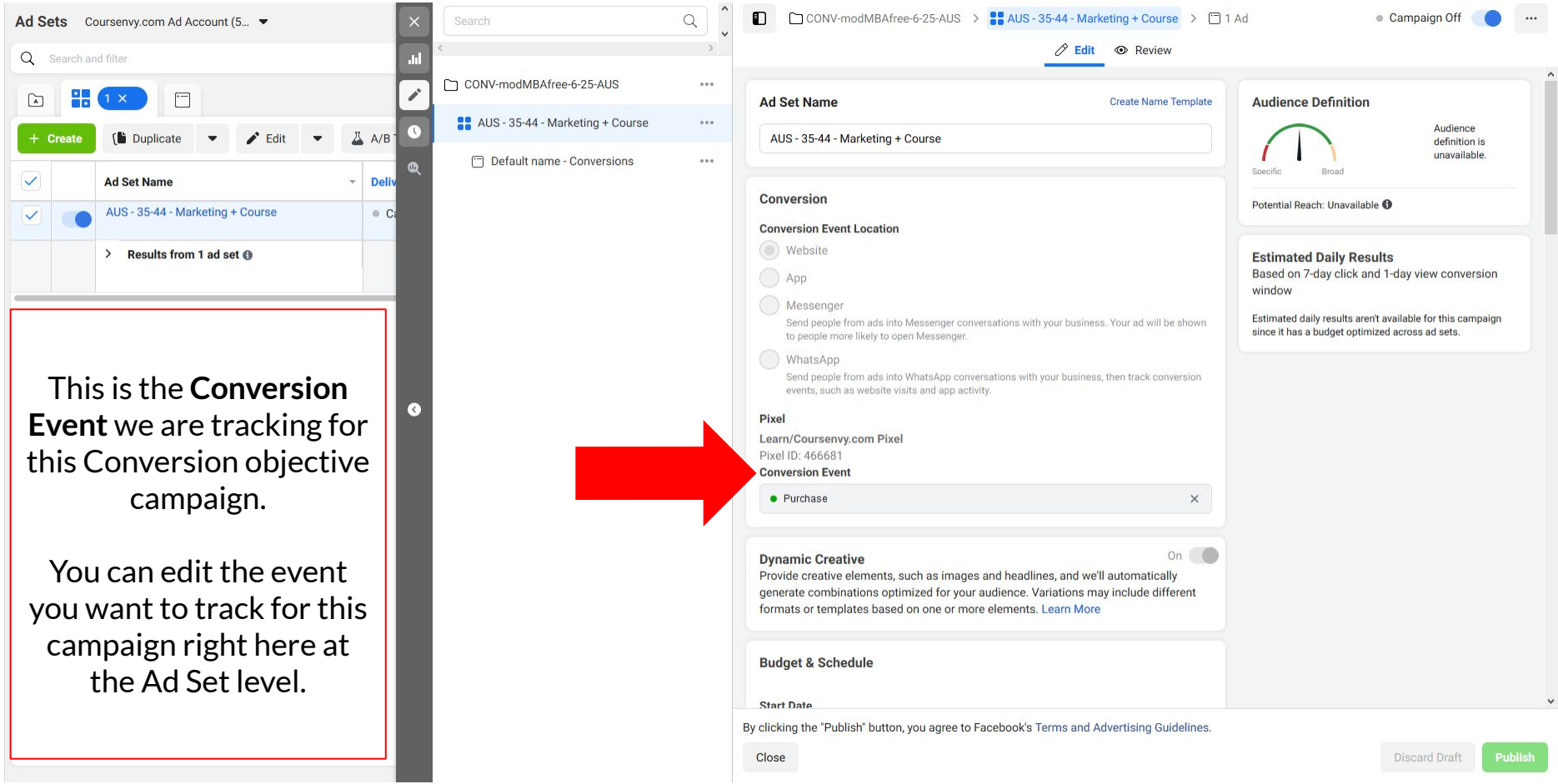
By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close | Discard Draft | Publish



OBJECTIVE
AD SET
AD

Click on the Ad Set level.



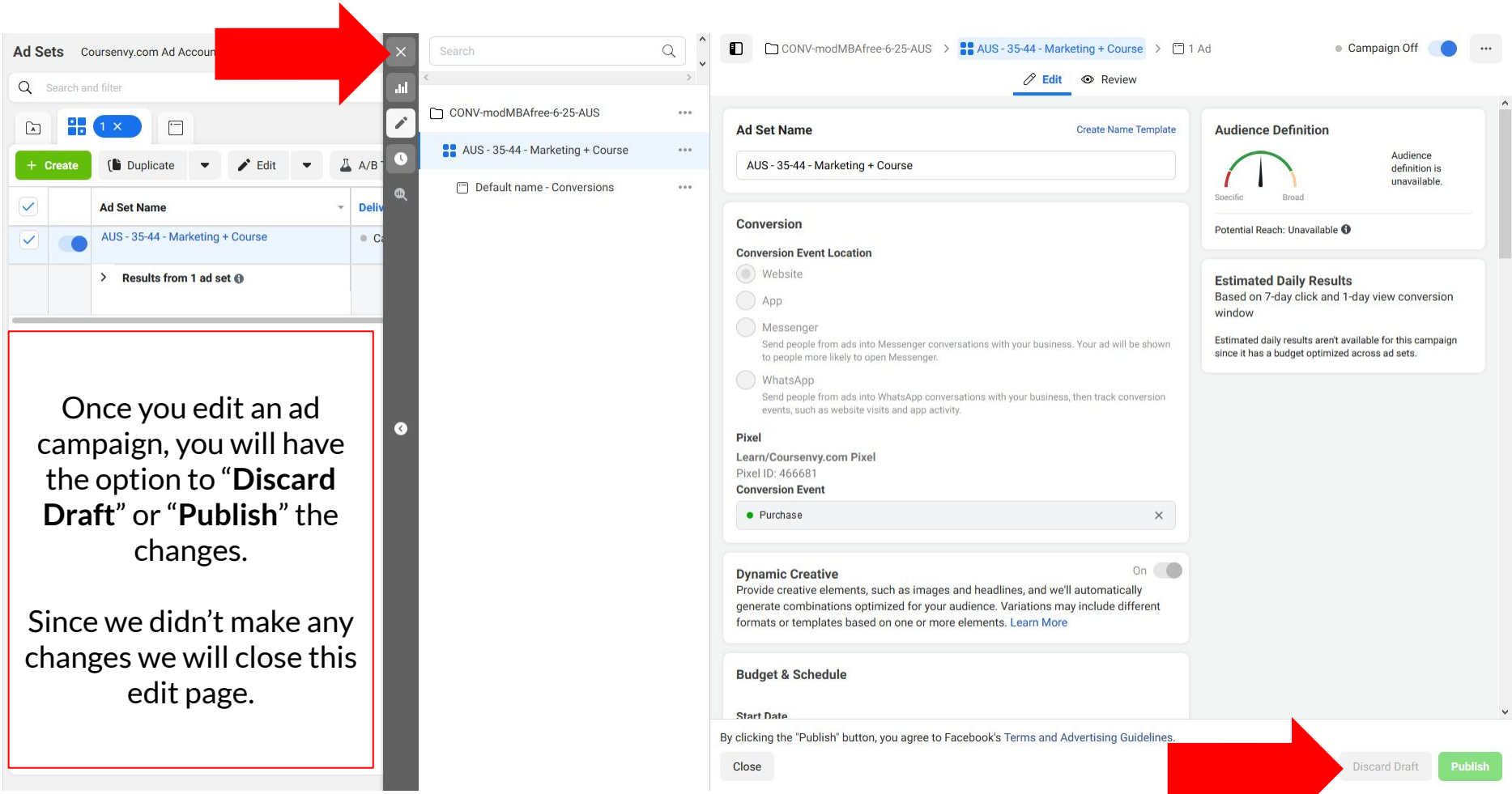
This is the **Conversion Event** we are tracking for this Conversion objective campaign.

You can edit the event you want to track for this campaign right here at the Ad Set level.

When creating a Conversion objective campaign, you can select from **Custom Conversions** you manually create or **Standard Events**. Created by default from your Facebook Pixel.

Standard Event

Custom Conversion



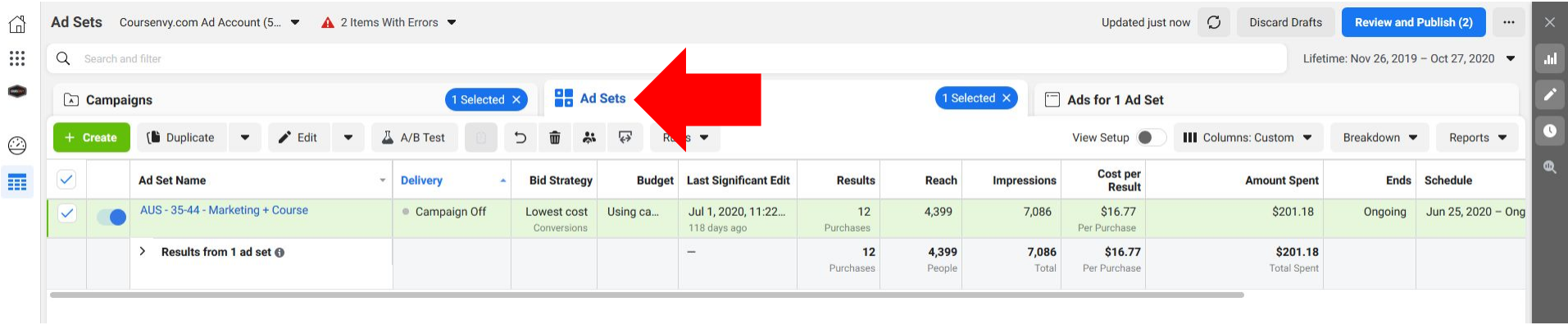
Once you edit an ad campaign, you will have the option to "**Discard Draft**" or "**Publish**" the changes.

Since we didn't make any changes we will close this edit page.

Ad Set Level

Now we are on the Ad Set level for this specific campaign and can view our Ads Manager reporting for the Ad Set.

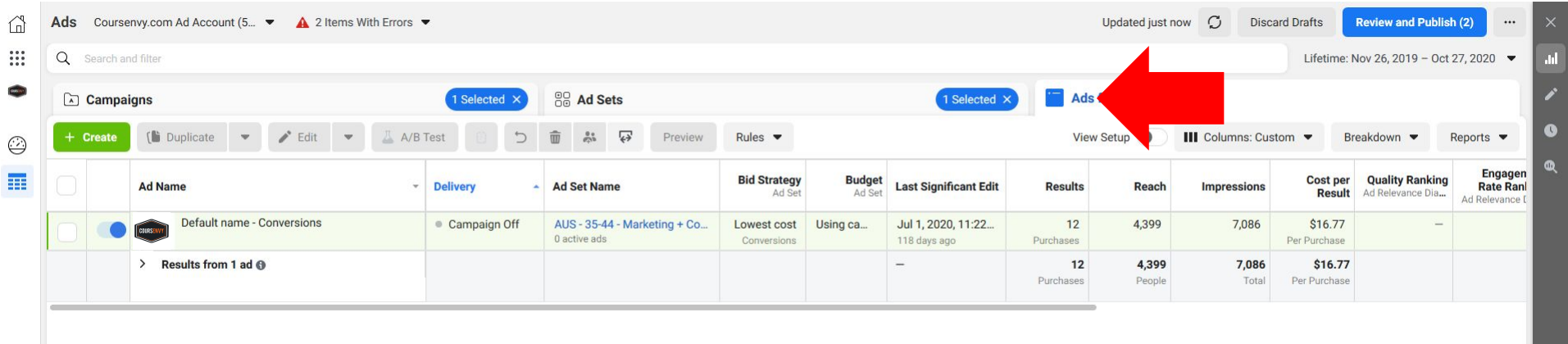
I will use the Ad Set level to split test campaigns via TARGETING (such as testing different audiences and placements) to see which is driving the most results for the lowest costs.



Ad Level

Next click the Ad tab. Now we are on the Ad level for this specific campaign and can view our Ads Manager reporting for this specific Ad. For example, I'll click the **Breakdown** menu for Dynamic Ad Creative results.

I will use the Ad level to split test campaigns via CREATIVES (such as images/videos and text/CTA) to see which is driving the most results for the lowest costs.



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